

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL, Publisher, 10 Spruce St., New York.

VOL. XLV. NEW YORK, NOVEMBER 4, 1903.

NO. 6.

All advertisements sent The Woman's Magazine of St. Louis, Mo., are accepted with the distinct and unequivocal **guarantee** that its circulation exceeds 1,500,000 copies every edition, and that we voluntarily prove it to the advertiser's satisfaction or run his ad absolutely free. That is the

Woman's Magazine Basis

of transacting business with its advertising patrons—circulation proven—proven to the advertiser's satisfaction or no pay.

Advertising rate, \$6.00 per agate line, with generous space discounts.

Ask your advertising agent about The Woman's Magazine.

"Keyed Ads"

We prefer "Keyed Ads" and will assume full responsibility for their correct combining with electro-types, and for their working up clearly and plainly in the advertisement.

Write for our Leaflet, "How to Key Your Ad." It's free for the asking.

December Forms close November 16.

The Woman's Magazine

(Largest Circulation in the World)

Saint Louis, Mo.

Western Representative : Geo. B. Hische, Hartford Bldg., Chicago
Eastern Representative: A. A. Hinkley, Flat Iron Bldg., New York

The Best School

TENTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive PRINTERS' INK for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. PRINTERS' INK is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of PRINTERS' INK gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of PRINTERS' INK has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read PRINTERS' INK and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLV.

NEW YORK, NOVEMBER 4, 1903.

NO. 6.

A SUNDAY MAGAZINE.

What promises to be a genuine novelty in publications is now in preparation by a syndicate known as the Associated Sunday Magazines, 31 Union square, New York. This syndicate is co-operative, embracing the American Lithographic Company and five great daily papers—*New York Times*, Chicago *Record-Herald*, Philadelphia *Public Ledger*, St. Louis *Republic* and Pittsburg *Post*. Beginning with its Christmas number each of the papers will give its readers every Sunday a general magazine of the size and nature of the *Saturday Evening Post*. It will have between sixteen and twenty-four pages. Pictures lithographed in six colors will be a feature, while articles and fiction by well-known writers will be published. As an indication of the contents the first number will contain a story by Jack London, a reproduction of a painting by Seymour M. Stone entitled "Christmas in the Balkans," an article on the Balkan situation by a recognized authority, and a double page color illustration of the Metropolitan Opera House production of "Parsifal." The magazines are to be printed in New York by the American Lithographic Company, and will appear on finer paper than anything heretofore printable by newspaper presses. Each paper will have its own name upon its own magazine, but the contents of all will be alike, as well as the advertising.

"The enterprise starts out as a losing venture," said William Bancroft, general manager, "the loss being divided by the American Lithographic Company and the papers now in the syndicate. The magazine is a literature feature first of all. Advertising will be accepted, but the magazine is in no sense an advertising scheme.

It is believed that enough advertising will be secured to bring the cost of production within reach of the Sunday newspapers, but even under the best of conditions it will be an expensive addition to the papers who will furnish it to their readers. It is the printing process that makes the magazine possible. For ten years the American Lithographic Company has been experimenting with a method of producing colored lithography at high speed, running the paper once through the press. Our magazines will be executed by this process, which prints six colors—a black, a gray, two reds, a blue and a yellow. This gives all the tones secured with the three-color process, and also remedies defects in that method of printing color work. The three-color illustration is produced by printing three half-tone plates one over the other. The colors used are a light blue, a lemon yellow and a pinkish red. These combined give a wide range of tones, but the ensemble lacks the strong detail that comes from black, and is also weak in strong reds. If a black plate is used the effect is better, but even then there are absent the soft grays that make a perfect picture. This new lithographic process has all the tones of the three-color method, with a reinforcing red and a reinforcing gray.

"The magazine has its own editorial staff here in New York. It also has its art department, and is in touch with the editorial departments of the papers in the syndicate. We will buy stories, articles and pictures as good as can be had, following the editorial policy of such magazines as *McClure's* and *Collier's*. We expect to develop a new school of color illustration owing to the greater freedom given artists by this lithographic process. The pa-

pers in the syndicate are such as go to the thoughtful people in each city, and it is presumed that their readers follow the magazines. Obviously, our magazines must be as good as any of the ten-cent publications, and entirely away from Sunday supplement standards. For that reason we have gone ahead to produce the magazine, and reduction of cost is to be considered after it is an achieved thing. A Sunday paper cannot pay much more than one cent each for such a feature. We hope to reduce cost to \$7 or \$8 a thousand eventually. The first issues will have a combined circulation of 650,000. This just about taxes our present printing capacity. We are negotiating with other papers interested in the syndicate, and could probably run our circulation up to 1,250,000 in a very short time if it were possible to produce that many copies. This represents twelve newspapers.

"The business management is in the hands of Mr. Frank B. Noyes, publisher of the Chicago *Record-Herald*. Advertising is to be entirely general, no local announcements being accepted. The idea is, roughly, that all general advertisers do not patronize daily papers, and this system of combined magazines furnishes a medium more adapted to those who find too wide a gap between dailies and magazines. It is circulated in good homes, under the auspices of papers already established and esteemed, and appears on the day when the whole family has most time to read. Mr. Henry Drisler is advertising manager, with offices here and in the Marquette Building, Chicago. The rate per line to begin with is \$1.95, based on three-tenths of a cent per line per thousand circulation. The page rate is \$1,482. Our page will be nine and a quarter by thirteen and a half inches, containing 760 agate lines. Circulation is guaranteed, with a rebate to the advertiser in case the number of copies paid for is not circulated. The advertising will be as clean as that printed in the papers themselves, and must not be extravagantly worded. In layout it will be our

aim to give each advertiser good position. Besides the magazine this new syndicate will also furnish general literary matter to the papers. The first number of the magazine will be issued Sunday, December 6."

THE UNIT OF VALUE.

BEDFORD, Ind., Oct. 24, 1903.
Editor of PRINTERS' INK:

Would you kindly advise me which paper in our town—the *Democrat* or the *Daily Mail*—has the largest circulation, and what is the circulation of each?

D. H. LIVINGSTON.

The 1903 issue of the American Newspaper Directory rates both papers referred to as J.K.L., indicating that the average issue of each is not supposed to exceed one thousand copies, which is the advertiser's unit of circulation value.

THE FORT DODGE "MESSENGER."

FORT DODGE, Iowa, Oct. 26, 1903.
Editor of PRINTERS' INK:

A pressure of business had kept me from writing you relative to an item which appeared in your issue of August 26, in which you call attention to excluding of patent medicine advertisements from the columns of monthly magazines, but that as yet no daily has become so virtuous. The *Evening Messenger* will not accept a contract for advertising that contains any element of fraud or graft, or for any article which is in any way objectionable. The matter of rate is of no consideration in the matter, for the stand taken by the paper is for the sole purpose of printing nothing in its columns which will prove offensive in any way to its readers. Business accepted by many of the large dailies has been submitted to the advertising department of the *Messenger* and promptly returned with the simple explanation that it was not acceptable.

The policy of the *Messenger* has always frowned on anything that has a tendency toward exploiting private afflictions, diseases or cures.

Very truly,
JAMES E. DOWNING,
Advertising Mgr.

ONE WAY OF SELLING PIANOS IN ENGLAND.

Mr. Macbeth, a public-spirited music seller of Aberdeen, has run to earth the "widow giving up housekeeping" who wants to sell her piano. An advertisement of this kind appeared time after time in an Aberdeen paper, and Mr. Macbeth found that the widow had sacrificed three pianos, all of which had been brought down from London. Mr. Macbeth thereupon inserted an advertisement in the paper to the effect that "The widow lady, having now sacrificed three pianos, has received a fresh consignment from London." This settled the widow.—*Music, London.*

THE SATURDAY EVENING POST

Has a larger paid circulation than any other weekly publication in America.

The edition for this week is

566,200 COPIES

and carries 62 columns of advertisements, all that we care to take in a 32-page number.

**The Curtis Publishing Company
Philadelphia, Pa.**

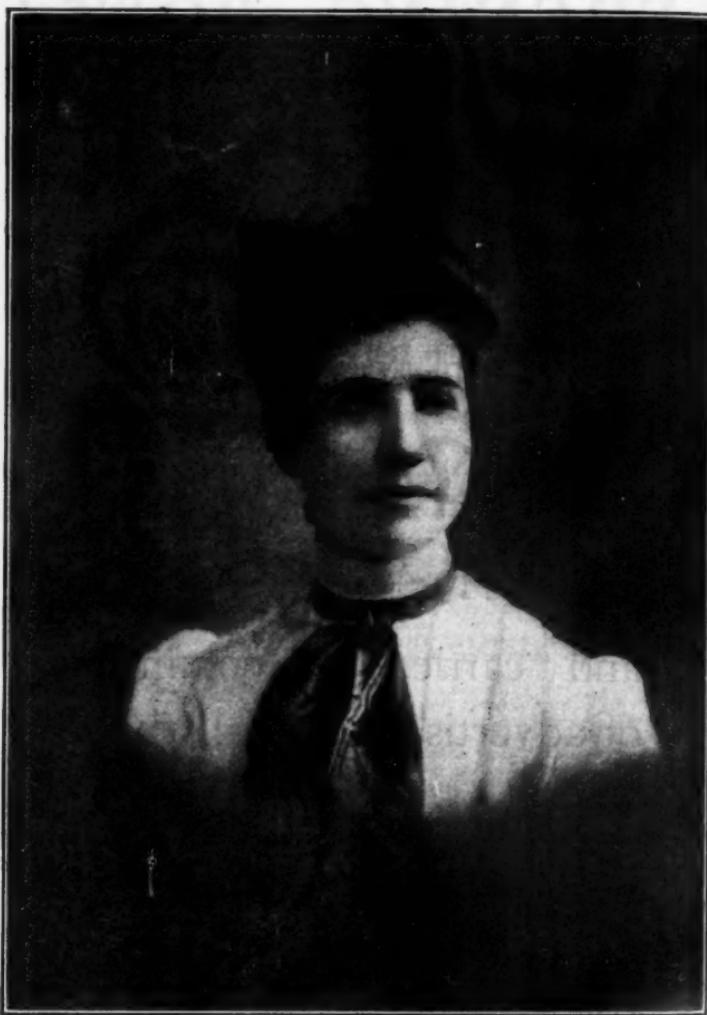
E. W. SPAULDING, ADVERTISING DIRECTOR,
1 Madison Avenue, New York.

E. W. HAZEN, MANAGER,
Home Insurance Building,
CHICAGO, ILLINOIS.

A. B. HITCHCOCK, MANAGER,
Barristers Hall
BOSTON, MASSACHUSETTS.

STORY OF AN AD SCHOOL GRADUATE. Miss Greer was employed as a bookkeeper in her native town,

Danbury, Conn., when one of the numerous ad school announcements in the magazines impressed "What becomes of all the ad school graduates?" is a question often asked in advertising circles. her. Everything seemed fair and



MISS ANNA GREER.

The following experiences of Miss Greer after completing a correspondence course with one of these institutions throw a certain amount of light on this problem. The tone of the ad won her confidence at once. She thought advertising more genial than bookkeeping, with its long hours, and the opportunities

(Continued on page 8.)

Little Lessons in Publicity—Lesson 7.

Six Successful Solicitors.

The following six evening dailies have *entree* into the parlors and libraries of practically all the homes of the purchasing classes in their respective cities. They will introduce your goods to the family circle when the day's work is over and there is leisure and inclination for reading.

THE MINNEAPOLIS JOURNAL

is a solicitor that reaches ninety per cent of the homes of the purchasing classes in Minneapolis, with a sworn circulation exceeding 59,000. The readers of THE JOURNAL make up the most well-to-do class in the entire Northwest, and they can be reached by no other medium.

THE WASHINGTON STAR

is a solicitor reaching 15,000 families in the Capital City every day who take no other Washington daily paper. The only way to reach the people of Washington is through the columns of THE STAR. Over 34,000 prospective purchasers of your commodity are reached daily.

THE BALTIMORE NEWS

is a solicitor that will represent you in more homes than any other daily south of Philadelphia. It is practically the only afternoon paper of Baltimore and completely covers the field which is divided in the morning between three papers. Number of homes visited daily, 45,000.

THE INDIANAPOLIS NEWS

solicits for you, not only in practically every prosperous farmer's household in Indiana, but in more homes in Indianapolis than all other Indianapolis dailies combined. It has been the representative home paper of Indiana for over twenty-five years and now reaches 72,000 homes daily.

THE NEWARK (N. J.) NEWS

is a respected, refined solicitor that goes into the homes of Newark and surrounding residential communities, the Oranges, Montclair, Bloomfield, Arlington, Summit, etc.—the wealthiest section of New Jersey. Its net circulation is more than 52,000. The News has a Sunday issue.

THE MONTREAL STAR

with its circulation exceeding 56,000 daily, is a solicitor going to ninety per cent of the English-speaking families of Montreal—the metropolis of Canada—every evening. No other paper on the American continent can reach the same number of homes at as low price as is offered by THE STAR.

It would take several thousand high-salaried solicitors to do the work in the above cities every day that is done by these high-grade, respected, home dailies.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising.

Tribune Building,
CHICAGO.

pictured in the ad made the road to a good salary seem plain and easily traveled. So she was soon enrolled as a student, beginning her course in August, 1902. The lessons proved fascinating to her. After studying evenings for two months she gave up her place to devote all her time to the work. Interest steadily increased, and when she graduated in February, at the end of the required six months, her standing was high. She expected to get a position at once. It had been stipulated that she was to pay a certain amount for tuition and that on payment of an additional sum she was to have a place at a salary. But there was a decided hitch when the question of employment came up, and it was intimated that she had better try to acquire some practical experience in advertising before going further toward fame and fortune. Miss Greer thereupon made arrangements with two local firms to write their advertising, and furnished copy for two months without compensation. Samples of her work were sent to the Ready Made Ad department of PRINTERS' INK, whose manager deemed them worthy of reproduction. Until then she had never known of PRINTERS' INK, but was attracted to it by reading in a local newspaper an account of what the Little Schoolmaster had done for a fellow townsman, who had graduated from a place as collector for a country store and become manager of a department on a New York trade journal. A sample copy of PRINTERS' INK interested her, so she subscribed and began to follow advertising as it is actually practised.

New York was her ultimate goal, of course. There seemed no prospect of securing a place through the ad school, so she wrote to a New York advertising man who is known nationally. In reply to a letter asking for his advice and influence she received an interesting communication. He told her that she had begun wrong and condemned the school at which she had studied. He also condemned PRINTERS' INK, criti-

cised her handwriting, and told her that she could not write advertising and that she would probably not know a good advertisement if she saw one. He could do nothing for her in the way of influence. Then another letter was sent to the ad school, asking for a position. The reply from this quarter was not encouraging. There were no positions for ad-writers at any sort of salary just then, or no salary at all. It was a dull season in business, for one reason. The fall political campaign had not begun, for another. Everybody and his wife were away at the seaside and mountain resorts, or in Europe. But if she would have patience for a few months perhaps something could be done for her.

Miss Greer then came to New York, resolved to fight the battle for herself unaided. Some days spent answering want ads thoroughly disgusted her, and she concluded to abandon her advertising ambitions for a time and take a place as bookkeeper, in which work she had had three years' experience. This, too, failed her, and at present she is in possession of the knowledge imparted by an ad school, but minus the modest position that she abandoned to take up advertising. Reading PRINTERS' INK has given her an insight into advertising as it is, but the day on which she succumbed to the slick statements and assurances of the ad school advertisement marked the beginning of a wild goose chase.

NOTE.—The advertising man who took occasion to condemn PRINTERS' INK is one who asserts that he never read the paper. Every prominent advertiser who reads PRINTERS' INK has only praise for the Little Schoolmaster and his educational value. PRINTERS' INK will teach any one with the ability to become an advertising man the principles of publicity. And not only is the cost of tuition less than 10 cents a week, but an advertising course through PRINTERS' INK can be carried on without the slightest interference with present occupation. Its lessons are practical and directly applicable to business life.

(Mag. Editor PRINTERS' INK.)

The American Newspaper
Directory for 1903 shows

THE

PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburgh.

C. J. BILLSON,

Manager of Foreign Advertising,

NEW YORK AND CHICAGO.

A PROPRIETARY CAMPAIGN.

Some of the most notable successes made in advertising are those of men who begin with little knowledge of mediums or methods. Experienced advertising men usually explain away such successes by saying that the one who makes them was "born to be an advertiser," but the real reason is, doubtless, that the ordinary problems of advertising were approached in a hardheaded, sensible way, and that the campaign was conducted on basic principles and the facts of the commodity rather than in blind imitation of the ads or literature of somebody else. Much can be accomplished in any field by an earnest man who deals with first principles. Perhaps the following account of the methods by which a new proprietary remedy, Electro-zone, was marketed in New York City a year ago will show how much depends upon the man and how little upon precedent. This remedy is backed by a corporation with offices at 45 Broadway, and the man who has the active management of this corporation, Mr. Reon Barnes, says that he had never placed a line of advertising in his life before taking up this proposition. He was a railroad man, however, and he had but one rule to guide him when he got around to advertising. He wanted to advertise, and upon a large scale, but with as little waste of energy as possible. He sent for agents and solicitors of every sort of advertising medium that he thought could serve his purpose. He found them, by and large, the brightest lot of men he had ever met, and saw that they must necessarily be so, for it was their business to get into the details of others' business. They were of the opinion that he ought to try his new remedy in Louisville, Detroit, Akron and other towns—anywhere but in New York City. But he was a New Yorker, and knew his own city better than any other locality, and wanted to begin right at home. The agents seemed to have a great awe of New York, as though it were an oyster that nobody had ever opened. They told him that if he

could reach ten per cent of the readers of the dailies in Louisville, Akron and where not, he could consider that he was doing pretty well. Ninety per cent sheer waste of energy seemed scandalous to Mr. Barnes, so he sat down and reasoned out another scheme. The idea was to tell people about his remedy—what it was, what it would do, where it could be purchased. He wanted to begin by telling every family in Greater New York, while the agents wanted him to direct his efforts to telling ten per cent of the people of other towns. New York dailies could be used, but they were expensive, and he could not tell his story at length. There were other ways of reaching people, however. Newspapers had no monopoly of them. He decided to try a booklet. During the preliminary work he had dictated matter from time to time, and there was a great mass of material. This went to the printer, and in a week there came proofs of several hundred pages of printed stuff. This was condensed into a small, forceful book, and the arrangement was such as to make the volume a handbook upon the disease that the new remedy treated rather than an advertisement for the remedy itself. When it had been definitely revised and electrotyped the railroader set out to get estimates on printing a million copies. The book that he wanted to mail was to be bound in cloth and be printed upon good paper. Thirty-four cents per copy was the first price obtained after estimates had been secured from several large printers. That was too much. "Let us analyze this thing. How much does that cover cloth cost, now?" Twenty-eight cents a yard in 500-yard lots. "Get prices on 1,000-yard lots." It is finally hammered down to sixteen cents. "Throw off a cent a yard and I'll write you a check in advance for 10,000 yards." Done. Paper and other items of the book's manufacture were gone into on a similar basis, with the result that the book itself, as actually printed and sent out, cost just thirteen cents a copy, and was a substantial volume at that. The question of mailing lists then

arose. The men who furnish names were sent for, and trial lists were submitted. Dummy letters were sent out to names selected at random, with the result that fifty or more were returned. This was too large a leak in postage for the railroader, who wanted each book to go into a family. Lists made up from the city directory, the telephone book, the elite list and other live sources were tried, and there were hardly any returns. These were used. Not one book in 300,000 was lost. The mailing of these books took several months, and the aim was to put a copy into each family in Greater New York, the Jersey suburbs and other outlying districts. When the books were all out there was a sound basis upon which to begin newspaper and outdoor advertising. The story had been told more completely than was possible in newspaper space, and the substantial form of the book was such that it would be preserved for its information. Billboards and newspaper ads could be used to repeat the name of the remedy, and the complete story was in the hands of the average reader. Printed in newspapers it would have disappeared the day it was published. Since the mailing of this large edition of books the remedy has been extensively advertised in New York, while the campaign has been extended to other cities. From outward indications it would appear to be thoroughly successful. Its success proves a principle in advertising that has come to be an unassailable truth—that the man of strong individuality and practical sense, working with first principles, is as well equipped to succeed in advertising as the man who has years of actual experience in writing, planning and placing to guide him. In some instances the hard-headed novice has better chances of success, for he has the advantage of being removed from the technical detail that often befores the experienced advertiser, and considers methods and mediums solely upon their merits.

THE chief charm of an attractive store lies in its cleanliness and orderly appearance.

The fact that

The Chicago Record-Herald Gained 707 Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

**You Talk To 50,000
Live Railroadmen**

When You Advertise in the Locomotive Firemen's Magazine

SUMMARY OF CIRCULATION
1903

Month	Circulation
January	42,652
February	45,230
March	49,100
April	41,106
May	50,350
June	58,290
July	59,283
August	51,100
September	57,370
October	59,163
Total	501,446
Average	50,144

For Rates and
Affidavits of Circulation
Address
W.S. CARTER
Editor and Manager
Commercial Club Bldg.
Indianapolis, Ind.

With Every Reader a Probable Patron
The Advertising Problem solves Itself

CO-OPERATIVE ADVERTISING FOR PUBLISHERS.

Among the most interesting publishers' advertisements now running in *PRINTERS' INK* are the announcements of the six evening papers represented by M. Lee Starke, and that of the select county weeklies under the direction of Levi A. Cass, Warsaw, N. Y. Have other publishers taken note of this inexpensive, effective system of co-operative advertising? It has been suggested that a group of daily papers in a given city could combine in the same manner to advertise themselves and their territory. This is perfectly feasible in some cases, but there are also cities where rivalry might prevent any such combination. When it comes to groups of papers in a certain State, however, there is seldom any antagonism to overcome. A list of good dailies or weeklies selected from any State in the Union would practically be a ready-made association for such advertising, needing only formal organization, financing and arrangements for suitable copy. The copy is very important in such advertising. Wisdom suggests that the greater stress be laid on the territory in which the papers are published. If advertisers are interested in the field, results come to the papers naturally. A certain wise care is also needed to give each paper equal opportunities. Even with so liberal a clientele as Mr. Starke's there was some good-natured discussion as to which paper should appear at the top of the list, which second, and so forth. This difficulty was met by alternating the papers from week to week.

Co-operative advertising of this description is not restricted to daily and weekly newspapers alone. Agricultural journals in different sections of the country could combine thus, or an association could be formed of journals that treat separate subjects, as fruit raising, poultry, cotton growing, market gardening, floriculture and so on. Religious publications in different territory or of different denominations could also com-

bine, and so could trade journals in allied industries that did not conflict. Mr. Starke's list represents an association of influential evening dailies scattered over some thousands of miles of territory. Mr. Cass' list represents the other extreme—a group of country weeklies in a single State. Between these there are many opportunities for co-operative advertising. Perhaps the plan should appeal most of all to the New York special representatives, who are in a position to take care of results of such a list more economically, offering greater convenience to advertisers. In Mr. Starke's case the exploitation of five high-class papers as an association led him to secure a sixth most desirable daily, and may lead to an enlargement of his list in the future.

As a means of demonstrating his plan for advertising such a combination the Little Schoolmaster prints on the opposite page a specimen advertisement for five daily papers in Central New York—the Rochester *Democrat and Chronicle*, Syracuse *Evening Herald*, Utica *Press*, Binghamton *Evening Herald* and Elmira *Evening Star*. This ad was prepared from data taken from the American Newspaper Directory, and is perhaps not so complete as an ad prepared from data furnished by the papers themselves would be. Where such an association takes a weekly page or half-page in *PRINTERS' INK* the cost for continuous advertising is relatively small—about the salary of a reliable boy to distribute dodgers. *PRINTERS' INK* is willing to co-operate with such groups, and, if desired, prepare advertisements from data received.

It is but a trifle more than thirty years since the mail order business was started. To-day its proportions are enormous—running annually into hundreds of millions. This mail order business is the direct result of advertising; it could not have been built up in any other way. It is therefore the highest and best proof of the value of advertising as a means to the extension of one's business.

CENTRAL New York State is a Metropolis in Itself.

IT has a population of more than one million people. They are busy and prosperous. They till the land. Central New York State fruits, hops, butter, cheese, poultry, dairy products, seeds and canned goods are standards for such products everywhere. Its people stand foremost in the industrial arts. From shops and factories come countless articles and commodities, from cigars to railroad cars, many peculiar to this region and made nowhere else.

Geo. P. Rowell says: "The extraordinary importance of New York State as an advertising field is so great that it is rarely appreciated at its full value. The advertising appropriation devoted to its development can generally be doubled or quadrupled without giving it more than its proper share."

**NEW YORK IS THE EMPIRE STATE.
CENTRAL NEW YORK IS THE SEAT OF EMPIRE.
THESE PAPERS COVER IT:**

Rochester Democrat and Chronicle

Circulates 32,045 copies every morning; weekly, 10,321; Sunday, 24,446. Third largest city in State. Flour mills, nurseries, shoe factories, tobacco, cigars, general manufacturing.

Syracuse Evening Herald

Circulates 32,118 copies every evening; Sunday, 29,000. Intersection of two canals; central point for large share of salt production of continent; foundries, machine shops, rolling mills and extensive manufactories of various kinds.

Utica Press

Circulates 13,618 copies every morning except Sunday; semi-weekly, 9,205. Manufactures and wholesale trade; center of district producing butter, cheese and hops.

Binghamton Evening Herald

Circulates 10,391 copies every evening except Sunday. Manufacturing city with first-class water power. Third city in United States in cigar industry.

Elmira Evening Star

Circulates 8,255 copies every evening except Sunday. General manufacturing; Elmira College; State Reformatory.

Central New York State is a metropolitan city in population, industries and intelligence, and it is also one of the most fruitful and valuable agricultural districts in the world.

CIRCULATION FIGURES.

MR. THOMAS BALMER'S OBJECTIONS TO
A PRESENT SYSTEM.

In 1869 Mr. George P. Rowell started the American Newspaper Directory, and has published it since. Mr. Rowell has always been a vigorous fighter for the disclosure of circulation figures; in other words, for the right of the advertiser to know the number of copies issued of the publication in which he inserts his announcements. Through the Directory and in PRINTERS' INK he has constantly and consistently made this principle clear, insisting that the advertising rate be founded on number of copies issued, so that the advertiser may calculate for himself what he is paying per line per thousand copies. Instruction of this nature has met with a heap of antagonism from publishers of periodicals who did not desire to find the prospective advertiser so intelligent as to the natural basis of the costs of advertising and necessarily so inquiring as to number of copies issued. This attitude, far from disconcerting Rowell, has apparently made him more strenuous in advocating the justice of his principles. He lives to see it becoming more generally recognized among the best publishing interests, which have learned that only by calculating advertising rates at so much per thousand copies can charges be made that are fair both to publisher and advertiser.

In the American Newspaper Directory the latest circulation rating given is the average per issue for a year past. In the case of periodicals whose circulations have increased greatly of late this arrangement often does them an injustice, since present figures are entirely out of accord with those recorded, on account of the interval necessarily elapsing between the time of the receipt of the figures by the editor of the Directory and the time of their publication, and also even if this defect were eliminated, because the figures in the book are used by advertisers until the next book comes out, an interval in which the circulation of the periodical concerned may increase so rapidly as to bear little resemblance to the printed rating. Recognizing these conditions, Messrs. George P. Rowell & Co. have instituted in their weekly periodical PRINTERS' INK what they call a Roll of Honor. In this list the publisher who desires to indicate his present circulation, according to the rules of the Directory, week by week, is enabled to do so at the rate of twenty cents a line, changing it each week if desired, thus utilizing what is practically an endless motion circulation rating—one indicating always the average for the year just passed. To use two lines a year, thus, costs \$20.80.

The arrangement appears to be growing in favor. We would like to point out, however, what appears to us a serious defect. This is the limitation of the service to those publications which enjoy a circulation in figures in the latest issue of the Directory, or lacking this, are accorded a certain mark indicating that the publication in question enjoys so great a prestige in its particular field that advertisers usually value it more

for the class and quality of its circulation than for the mere number of copies printed. The limitation in question excludes all publications which at the period of issue of the latest number of the Directory failed to supply the figures desired, but who have since seen and renounced the error of their ways. In a case coming under our personal observation, such figures were not supplied to the Directory editor upon his application, but a new publisher of the periodical coming in afterward, desirous of entering the Roll of Honor, offered to supply circulation statements for a year past as a condition of his being allowed to enter. His application was refused. Such a course indicates to us more a worship of rule and ritual than respect for common sense. Why was not his up-to-date statement all right?

Aside from these suggestions, the Roll of Honor is probably doing advertisers a service. Our children will smile upon the past ages when circulation figures were esteemed private property. In the culture of such a condition of enlightenment Mr. George P. Rowell will have borne an honored share.—*Woman's Herald (for Men)* (*Mr. Balmer's Printers' Ink Baby*) for October, 1903.

In its issue of October 28, 1903, PRINTERS' INK had precisely anticipated such a case as Mr. Balmer states above. The Little Schoolmaster's comment is here reprinted:

THE advertising manager of one of the largest publications in the United States suggests that a classified department should be established in PRINTERS' INK wherein publishers, who for some reason failed to get a figure rating in the 1903 issue of the American Newspaper Directory, could state their present circulation. This department would be a "primary grade" of the Roll of Honor and would suggest a willingness to supply such information as will secure a figure rating in the forthcoming issue of the American Newspaper Directory in April, 1904, for the purpose of subsequent admission in the Roll of Honor. The above suggestion was prompted by the fact that a certain publication, which never made a Directory statement, had been sold to a publisher who believes in making detailed circulation statements of the sort which the American Newspaper Directory requires.

Are there any other pub-

lishers who would like to make detailed statements now and pay for their insertion in the "primary grade" until they can be admitted to a position in the Roll of Honor in 1904? The rate for such announcements would be 20 cents a line, and a detailed circulation statement covering the period referred to in the desired advertisement would have to be submitted.

The strict adherence to certain rules and requirements has made the American Newspaper Directory the standard work of its kind in the world, and the strict adherence to just such rules is what makes the Roll of Honor what it is. In the foregoing reprint PRINTERS' INK has offered a way out of the difficulties described in Mr. Balmer's article, and the Little Schoolmaster is now awaiting the word from all publishers who see the error of their ways or who are the victims of their predecessors. The heading for the "primary grade" would be as follows:

AMENDATORY CIRCULATION STATEMENTS.

PUBLICATIONS LISTED UNDER THIS HEADING HAVE FOR SOME REASON FAILED TO GET A FIGURE RATING IN THE 1903 ISSUE OF THE AMERICAN NEWSPAPER DIRECTORY, BUT HAVE SUBSTANTIATED THEIR PRESENT CLAIMS BY A CIRCULATION STATEMENT (COVERING THE ASSERTED PERIOD) WHICH CONFORMS TO THE REQUIREMENTS OF THE AMERICAN NEWSPAPER DIRECTORY. THE COST FOR ADVERTISEMENTS UNDER THIS HEADING IS 50 CENTS A LINE.

• • •

ANTIQUATED SYSTEM OF MEASURING SPACE.

Rochester advertisers still cling to the "square" as a unit of measuring space in newspapers and other publications. Nearly all contracts are made on the basis of the "square." The Solicitor supposes that this may be laid at the door of the advertising men, who have talked "squares" to the advertisers. Now, a "square" is a misnomer. It is not a square in measurement. Moreover, a "square" differs in the number of lines it contains in the various sections of the country. In the West a "square" contains eight agate lines, while in the East, where it still has a foothold, it consists of ten. The modern basis of measuring newspaper space, and one that is gaining advocates everywhere, is the "inch." An inch is an inch the world over. It contains fourteen agate lines, whether in Kansas or in New York. The adoption of the inch measurement is to be commended both in regard to local and foreign advertising.—*The Solicitor, Post Express, Rochester, N. Y.*

Quality in Canada.

The thing for the advertiser to consider in the Canadian field is that the progress of the Dominion is absolute. And better than that, the growth is backed by quality. That's it. A man of quality, same with a people! Toronto is a city of this stamp, and she has 250,000 people of the same kind.

The Star (evening) in Toronto proves its quality by carrying more advertising than **any other** paper, morning or evening. This tells the story, proof of the pudding, you know.

The Toronto Star

The Chas. T. Logan Special Agency,
Tribune Buildings,
NEW YORK AND CHICAGO.

PUBLISHER

If given the opportunity to do so, and The Journal Company fails to prove that the PAID CITY CIRCULATION ALONE of **THE MILWAUKEE JOURNAL** is larger than is the TOTAL PAID CIRCULATION of either of the two other evening papers, and that the TOTAL PAID CIRCULATION of **THE JOURNAL** is larger than is **THEIR ADDED TOTAL PAID CIRCULATIONS**, The Journal Company will make ABSOLUTELY NO CHARGE for any advertising obtained by such representation—So when an

ADVERTISER

buys space in **THE MILWAUKEE JOURNAL** he buys not only more paid circulation than he can possibly buy in any other single daily newspaper published in the State of Wisconsin, but he buys more circulation at less cost than he would obtain did he employ both of the other evening dailies.

STEPHEN B. SMITH,
Tribune Building, New York.
C. D. BERTOLET,
Boyce Building, Chicago.

FORTY-SIXTH WEEK.

In response to the weekly ad contest now in its forty-sixth week, forty-four advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by G. B. Sharpe, with the Chicago *Daily News*, and it appeared in that paper of October 20, 1903. A coupon was mailed to Mr. Sharpe, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be su-

DIAMONDS ON CREDIT



Telephone,
Write
or Call for
a
Catalogue.
DO IT
NOW!

CUPID IS OUR BEST AGENT. He finds places for Diamond rings every day and we fill his orders. He works among all classes from the ten dollar a week clerk to his rich employer. We open a Confidential Account with all of them and they pay for a ring in easy monthly payments. We deliver all goods at once. No security, interest or publicity.

Our Home Savings Bank

is furnished to every customer on request. Give it half a chance and it will soon pay for a Diamond or fine Watch. Drop in the pennies and nickels as you can spare them — even so little as ten cents daily will meet the

easy requirements of the LOFTIS SYSTEM. You can have a Christmas worth while with five or ten dollars and give the loved one a beautiful Diamond ring, brooch, locket or earrings. Let us show you.

LOFTIS BROS. & CO.

Diamonds—Watches—Jewelry.

92 to 98 STATE STREET.

Second Floor

Stewart Building.

Open daily until 6:30; Saturdays until 10:00 P. M.

perior to any other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ads had insertion.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called A Roll of Honor. Published weekly in preferred position it lists publications that have furnished detailed statements to and secured figure ratings in the American Newspaper Directory. When a publisher has taken this means of showing that he is willing to let advertisers know how many copies he prints, the Roll of Honor enables him to keep his publication and circulation rating before a large body of advertisers every week at nominal expense. Such service is to be obtained nowhere else at any price. Another advantage is that a publisher entitled to representation may, by simply furnishing later statements, show just how much circulation his paper has gained during a certain period. Change of copy is always free of charge. These are some of the advantages of the department. There are many others.

\$1.00 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the Roll of Honor should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the Roll of Honor as described in that heading of the first page of the Roll of Honor published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the Roll of Honor is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked Roll of Honor Contest, care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every

contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Half-tone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated, and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the Roll of Honor there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.

This competitor offers to advertisers an opportunity to obtain publicity in PRINTERS' INK that money could not buy, as well as to have their work passed upon by the Little Schoolmaster and his pupils everywhere. Mere fine writing may have less show than rugged, homely expression of facts. The chief point to be emphasized is why a publisher whose paper is entitled to a place in the Roll of Honor should secure representation therein.

If further information is desired address the editor of PRINTERS' INK.

ROLL OF HONOR PRIZE COMPETITION.

FIFTEENTH WEEK.

In response to the contest announced on the preceding page seven articles were received in time for report in this issue of PRINTERS' INK. Of these, the one reprinted below was deemed the best. It was written by S. P. Foster, editor of the Elmer, N. J., *Times*, and it appeared in that paper of October 23, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a yearly paid-in-advance subscription to PRINTERS' INK was sent to Mr. Foster when the marked copy of the paper was received. Two additional coupons, one to Mr. Foster and one to the advertising manager of the *Times*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Foster's effort will now be placed on file, and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Times* follows here:

Printers' Ink Roll of Honor.

VALUABLE TO NEWSPAPERS AND A GUIDE TO ADVERTISERS.

REASONS WHY NEWSPAPERS WITH THE REQUISITE QUALIFICATIONS SHOULD BE ENROLLED.

When necessity gives birth to a child, the progeny is worth nursing to maturity.

The Roll of Honor department inaugurated by PRINTERS' INK is born of necessity—a necessity to the newspaper publisher who is up to date and aggressive; and a guide for prudent advertisers.

There are various types of publishers who have various ideas about making known circulation figures. At the head of a column in one class of newspapers will be found the statement:

"LARGEST CIRCULATION IN THE COUNTY."

The paper making this assertion may be the weakest publication in a county, but finds this justification for its boast, that it circulates more copies in its home county than it does anywhere else, and we therefore refrain from calling the publisher a falsifier.

Another favorite headline is simply "Biggest Circulation," but that doesn't fool anybody.

Perhaps the claim most frequently made is like this: "Five thousand readers each issue." The explanation narrowed down is: The publisher issues

1,000 papers. He figures that there are five persons in the average family, and assuming that they all read his paper, he multiplies his actual edition by five, hence "5,000 readers." The multiplicity of ways publishers have of beating his satanic majesty around the foliage causes advertisers to accept with some misgivings the statements of all publishers, unless actual figures are given in a plain, unequivocal form.

Sixteen years ago the publisher of the Elmer *Times* realized that an advertiser had as much right to know the exact circulation of a newspaper as he had to know the number of pounds in a load of coal he purchased. He examined a number of newspaper directories, only to discover that the circulation ratings given were usually unreliable estimates and that the publications which did not furnish actual circulation figures were given much higher ratings than they were entitled to, which put the publisher who made regular statements to a disadvantage. The American Newspaper Directory was the only one offering a fair chance to the publisher who wished to be frank with his patrons. That Directory has drawn the cords tighter and tighter each year until it is as near infallible as directories can be made with the present attitude of many publishers. The Elmer *Times* has year after year received absolutely without cost an exact rating in accordance with the sworn detailed statement of circulation periodically furnished, but when the Roll of Honor was established the *Times* at once sent a check in advance for space to be entered therein, with the assurance that "No amount of money could buy a place in that list for a paper not having the requisite qualification."

The *Times* considered it a good investment to be able to tell the thousands of advertisers who read PRINTERS' INK fifty-two times a year its exact average circulation for the previous year.

Generalized braggadocio about circulation is a fakir method. Selling watered circulation, like selling watered stocks, is now at a discount. If a man asks for a thousand dodgers at our job printing department, we do not think of counting five readers to a circular and putting only two hundred in the pack. We give him 1,000 actual count; that's the way advertisers in a newspaper should be treated, and the Roll of Honor is the billboard where every newspaper with the "requisite qualification" should have its sign posted.

PRINTERS' INK, the acknowledged schoolmaster in the advertising world, is a publication of wide circulation and high standing. Its integrity in awarding a place to a publication in the Roll of Honor will be unquestioned by reasonable advertisers, a reason why a place in the Roll of Honor is coveted and valuable to the newspaper.

The Elmer *Times* regrets that it has not 5,000 circulation, but it has not, never had, and perhaps never will have, because it is a local newspaper published in a farming centre, and its present circulation covers its normal territory. It demands advertising rates according to its actual circulation. It is willing that every advertiser should know the exact truth and pays in advance for space in the Roll of Honor, to keep the fact be-

fore them. Last year advertisers paid the *Elmer Times* \$3,049.87. The enviable patronage was the result of the open circulation book policy, which the "Roll of Honor" helps to keep before the public.

There are doubtless a large number of newspapers entitled to a place in the "Roll" which have not yet entered it.

Now is the accepted time. Now is the day of circulation truth.

Advertisements in the Roll of Honor are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

Advertisements under this heading will also be accepted from publications to which the Directory accords the gold mark, denoting superior excellence in quality of circulation. The cost to those entitled to enter is 20 cents a line, \$20.80 for a full year, with ten per cent discount if fully paid in advance.

The address of PRINTERS' INK is No. 10 Spruce street, New York.

The *Times* has been one of the earliest members of the Roll of Honor, and is one of those progressive weeklies that know their place, field and value, and ably maintain it in the eyes of judicious advertisers.

◆◆◆ PRAISE FROM SIR HUBERT.

At the ninth annual meeting of the Sphinx Club, held at the Waldorf-Astoria, on Wednesday, October 14, 1903, it was unanimously resolved:

This club desires to express to PRINTERS' INK its appreciation of its able, untiring and successful labors on behalf of good advertising and of honest circulation statements, all of which it is the unanimous opinion of this club has greatly benefited the advertiser, the publisher, the solicitor, the printer, and in fact every one connected directly or indirectly with the advertising business. It is the earnest and affectionate hope and desire of this club that the publisher of PRINTERS' INK may long be spared for the prosecution of the great work to which he has devoted so many years of his life.

NOTES.

THE H. B. Humphrey Co. is placing in Boston dailies some special advertising for the New York Central and Hudson River Railroad.

"WIRE for us and we will wire for you" is the latest bulletin-board catch-phrase used by Schoenbergs, the electrical fixture man, New York City.

THE Angle Lamp Co., of New York City, in addition to its regular magazine advertising, is taking up newspaper work in various sections. The Ben B. Hampton Co. is placing the business.

A FOLDER from the *Record of Christian Work*, East Northfield, Mass., outlines that publication's editorial scope.

THE Arkansas Gazette, Little Rock, Ark., has submitted to examination by the Association of American Advertisers, and sends out fac-similes of its certificate, which states the circulation to be 7,242 for the first six months of 1903.

FROM the United Presbyterian, Pittsburgh, comes a booklet telling how that publication, now more than sixty-one years old, has increased its circulation by 75 per cent the past year through active canvassing.

"SEND to San Antonio" is the phrase used by the Maverick-Clarke Co., who claim a position as "the biggest printers in the biggest city in the biggest State." This firm does some excellent advertising in the Southwest for long distance printing.

WIPE the handsome illustrated price-list of the Michigan Stove Company, Detroit, Mich., is sent to dealers a large wall rack containing a supply of literature for consumers. This method of putting up such printed matter goes a long way toward insuring its distribution.

THE People's Popular Monthly, published in Des Moines, Iowa, is described in a neat booklet addressed to advertisers. A list of business now running shows that it is patronized by a goodly number of successful general advertisers, particularly those aiming at the mail order field.

To prevent any possibility of old stock being sold consumers, thus hurting trademarks, the Franklin Mills Co., Lockport, N. Y., empower any grocer to destroy undesirable packages of "Wheatlet," sending him fresh goods on receipt of labels. The company also makes special inducements for window displays.

A BOOKLET from the Maltby Lumber Company, Bay City, Mich., treats of telephone poles and railroad ties with expert knowledge, giving not so much the good points of the company's own products as the specifications that any good pole and tie must come up to if satisfactory service is to be expected. Another commendable feature is a reply card affixed to the cover.

◆◆◆ "NOT MANY"

Weekly newspapers in the United States come up to the same standards of excellence that the

WARSAW WESTERN NEW-YORKER

does.—*Printers' Ink* of Oct. 7, 1903.

Published at Warsaw, the county seat and metropolis of Wyoming County, N. Y. Circulation 3,600, and growing every day.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (G), the so-called gold marks, denoting superior excellence in *quality* of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$30.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anchorage, Evening Star. Daily average for 1902, 1,158. Weekly, 2,926, guaranteed (35). *First six months, 1903, daily 1,353 guaranteed.*

Birmingham, Birmingham News. Daily average for 1902, 15,488 (34); *first seven months 1903, 17,898; July, 1903, 20,188; guaranteed.*

Birmingham, Ledger, dy. Average for 1902, 18,980 (34). *Av. for Aug., 1903, 17,586, guar'd.*

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (G), weekly 12,841, Sunday 14,625 (40).

ARKANSAS.

Little Rock, Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1902, 10,000.

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency, N. Y.*

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1902, 4,644 (67). *E. Katz, Special Agent, N. Y.*

Oakland, Tribune, daily. Average for 1902, 9,953 (75). Tribune Publishing Company.

San Diego, San Diegan Sun. Daily average for 1902, 2,723 (80). W. H. Porterfield, pub.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (81). *E. Katz, Special Agent, N. Y.*

San Francisco, Bulletin. R. A. Crothers, Av. for 1902, daily 49,159, Sunday 47,809 (80).

San Francisco, Call, dy and Sy. J. D. Spreckels, Av. for 1902, dy 60,885, Sy 71,584 (80).

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug., 1903, 5,597 (86).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,066 (86).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 82,171 (97). Average for September, 1903, 89,589. *Gain, 7,418.*

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1902, 16,173 (111).

Meriden, Morning Record and Republican. Repub'l Pub. Co. Dy. av. for 1902, 5,837 (112).

New Haven, Palladium, daily. Average for 1902, 5,500 (114). *E. Katz, Special Agent, N. Y.*

New Haven, Union, Av. for 1902, dy 15,881, Sy 8,825 (114). *E. Katz, Special Agent, N. Y.*

New London, Day, cvg. Av. for 1902, 5,198 (115). *First six months 1903, 5,582. Aug., 1903, 5,750.*

New Haven, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Average first six months 1903, 4,996.

DISTRICT OF COLUMBIA.

Washington Fv. Star, daily. Fv. Star News-paper Co. Average for 1902, 55,748 (G) (123).

National Tribune, weekly. Average for 1902, 104,599 (123). *First six mos. 1903, 112,268. Smith & Thompson, Rep. N. Y. & Chicago.*

DELAWARE.

Wilmington, Morning News, daily. News Publishing Co., pubra. Average for 1902, 9,485 (121).

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1902, 7,018 (133). *Average 1st 6 months, 1903, 8,229.*

Pensacola, Journal daily, every morning except Monday. Average for 1902, 2,441 (131).

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta, Journal, dy. Av. 1902, 27,828. Semi-wy. 84,105 (136). Atlanta Journal Co., pub.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1902, 1,590 (144).

IDAHO.

Beloe, Capital News, dy. and wy. Capital News Ptg. Co., pub. Av. 1902, dy. 2,612, wy. 2,408 (151). Av. 1st 6 mos., 1903, dy. 2,560, wy. 2,379.

ILLINOIS.

Calie, Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Champaign, News. In 1902 no issue less than 1,100 daily and 8,400 weekly (163). *Average daily issue for July, 1903, 1,711.*

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,083 (172).

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,485 (167).

Chicago, Bakers' Helper, monthly. H. R. Clisoid. Average for 1902, 4,050 (G) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,065 (167). *Average first 22 weeks, 1903, 66,740.*

Chicago, Dental Digest, mo. D. H. Cronise. Actual average for 1902, 6,588 (179). *Average for first nine months 1903, 7,000.*

Chicago, Grain Dealers Journal, s.-mo. Grain Dealers Company. Av. for 1902, 4,416 (G) (176).

Chicago, Home Defender, mo. T. G. Mauritzon, Act. av. 1902, 5,409 (180). *Six mos. 1903, 24,838.*

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181). *Average ten months 1903, 22,100.*

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). *For six months 1903, 26,166.*

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1903, 2,966 (183).

A Roll of Honor—Continued.

Chicago. National Harness Review, mo. Av. for 1902, \$,391 (183). First 8 mos. 1902, \$,250.

Chicago. New Thought, monthly. 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1902, \$9,219 (185). Since January, 1902, *New Thought* prints over 100,000 monthly.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, \$,041 (183).

Chicago. Record-Herald. Average for 1902, daily 158,434, Sunday 171,816 (166).

Chicago. Tribune, daily. Tribune Co. In 1902, \$A (G) (166).

East St. Louis. Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, \$,875 (192). Average first six months 1902, \$,488.

Evanston. Correct English: How to Use It, mo. Average for year ending Oct., 1902, \$,750 (194).

Keweenaw. Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (206). Average guaranteed circulation daily for August, 1902, \$,006.

Peoria. Star, evenings and Sunday morning. Actual sworn average for 1902, \$28,749 (219).

Rockford. Register Gazette, Dy. av. for 1902, \$,554, s-wy. 7,052 (223). Shannon, 150 Nassau.

INDIANA.

Evansville. Journal-News, Av. for 1902, d'y 11,910, S'y 11,568 (344). E. Katz, Sp. Agt., N.Y.

Goshen. Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as houses keep every issue for daily reference.

Indianapolis. News, dy. Hilton U. Brown, genmgr. Av. for 1902—actual sales—\$2,158 (336).

Marion. Leader, daily. W. B. Westlake, pub. Actual average for 1902, \$,767 (357). For year ending August 31, 1902, \$,223.

Muncie. Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1902, d'y \$1,468, S'y 16,585 (360).

Notre Dame. The Ave Maria, Catholic weekly magazine. Average for 1902, \$5,976 (339).

Princeton. Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (364).

Richmond. Evening Item. Sworn dy. av. for 1902, \$,134. Same for August, 1902, \$,227.

South Bend. Tribune. Sworn daily average 1902, 4,861 (367). Sworn av. for Sept., \$,641.

IOWA.

Arlington. News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (266).

Burlington. Hawk-Eye, daily. J. L. Waite, Av. for 1902, \$,512 (256). June 30, 1902, \$,018.

Clinton. Advertiser, daily. Fay Bros., publishers. Average for 1902, 10,928 (359). Accorded largest daily circulation in Eastern Iowa.

Davenport. Times. Dy. av. 1902, 6,582, s-wy. 1,587 (266). Dy. av. August, 1902, \$,087. Ctr. guar. more than double of any Davenport daily.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (393). Average for June, 1902, \$1,011.

Des Moines. Cosmopolitan Osteopat. monthly. Still College. Average for 1902, \$,666 (394).

Des Moines. News, daily. Aver. 1902, \$7,118 (365). First 8 mos. 1902, aver. sworn, \$1,571 net.

Dubuque. Catholic Tribune, weekly. Catholic Printing Co., pub. Actual average 1902, 4,801.

Muscatine. Journal, dy. av. 1902 \$,712, s-wy. 2,711 (315). Dy. av. first 6 months 1902 4,188.

Ottumwa. Courier, Dy. av. 92,491, s-wy. 6,984 (319). 1st 6 mos. 1902, 4,577, s-wy. 1,291.

Shelton. Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 8,544 (333).

Shenandoah. Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, \$,681 (323).

Sioux City. Journal. Dy. av. for first 8 mos. of 1902 (scorn) 19,512, dy. av. for Aug. 19, 695. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,968 (324).

KANSAS.

Athelstan. Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1902, or receipt any advertising bill.

Girard. Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

Hutchinson. News, d'y and w'y. Why, during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka. Western School Journal, educational monthly. Average for 1902, \$,114 (362).

Wichita. Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cleverport. Breckinridge News, weekly. J. D. Babbage. Average for 1902, 2,945 (366).

Lexington. Leader, Av. for 1902, d'y \$,755, w'y 2,566, S'y 4,008 (373). E. Katz, S.A., N.Y.

Louisville. Evening Post, dy. Evening Post Co., pub. Actual average for 1902, \$6,585 (374).

Paducah. Sun, daily. Sun Publishing Co. Average for year ending June, 1902, 1,704 (375). Daily average for September, 1902, \$,192.

LOUISIANA.

New Orleans. Item, daily. R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (387). Official journal city New Orleans.

New Orleans. Louisiana Planter and Sugar Mfr. w'y. In 1902 no issue less than \$,000 (387).

The Southern Buck, official organ of Elkoom in Louisiana and Mississippi. Av. 1902, \$,866 (388).

MAINE.

Augusta. Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,718, w'y 2,158 (391).

Bangor. Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston. Evening Journal, daily. Average for 1902, 6,646 (G) (392), weekly 15,255 (G) (392).

Phillips. Maine Woods, weekly. J. W. Brackett. Average for 1902, \$,416 (397).

Portland. Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore. News, daily. Evening News Publishing Co. Average 1902, 41,582 (393). Journal to September 30, 1902, 44,887.

MASSACHUSETTS.

Boston. Evening Transcript (G) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston. Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). First 9 mos. 1902, dy. 195,292, S'y. 297,332. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston. New England Magazine, monthly. America Co., pub. Average 1902, \$1,580 (420).

Boston. Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (G)

Boston. Post, dy. Average for 1902, 174,178 (413). Av. for Aug., 1902, dy. 187,744, S'y. 169,530. Largest p. m. or a. m. sale in New England.

Boston. Traveler. John H. Fahy. Established 1884. Actual daily average 1902, 75,553 (413). For first six months 1902, 76,409.

A Roll of Honor—Continued.

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, \$2,750 (425). Only official paper for 300,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'd March, 1902, \$20,541 (455).

Gloucester, Daily Times. Average for 1902, 6,247 (57). First seven months 1902, 6,639.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (439).

Salem, Little Folks, mo., juvenile. S. E. Casino. Average for 1902, 75,250 (424).

Springfield, Good Housekeeping, mo. Avg. for 1902, 108,666 (536). For year end, April, 1902, 119,000. All advertisements guaranteed.

Springfield, Republican (455). Aver. 1902, 15,406 (60), Sunday 18,985 (60), w'y. 4,171.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon, Av. for 1902, 1,270 (440). Av. first 5 mths. in 1902, \$2,650.

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,660 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average for 1902, 88,216 (456). First 5 mos., 1902, \$6,184.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456). Only morning and only Sunday paper in city of 100,000. Average daily issue for September, 1902, 22,851. Advertising rate, 3½ cents per agate line now—will be increased January, 1904.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 8,887 (461). Average for first six months 1902, 4,628.

Jackson, Press and Patriot. Daily average 1902, 5,092 (461); for July and Aug., 1902, 5,844.

Kalamazoo, Telegraph, '02, dy. 7,408, s-wkly. 7,579 (468). To Oct. 1, '02, d. 8,424, s-wkly. 8,414.

Saginaw, Evening News, daily. Average for 1902, 9,545 (475). September, 1902, daily 12,259.

Saranac, Advertiser, weekly. H. T. Johnson. No issue in 1902 less than 2,000 (474).

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1902, 62,208 (468). Actual average July-October, 1902, 74,588.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (466).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (466).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '02, 78,168 (466). 25,000 guar'd. sc. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (467).

Minneapolis, Svenska Amerikanska Posten, weekly. Average for 1902, 47,975 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,978 (466); Sunday, 56,582 (466). Six months to Oct. 1, 1902, 62,566. Since Oct. 1, 1902, 59,592. For 1902, 64,248. Daily average for September, 75,648.

The only Minneapolis daily listed in Roswell's American Newspaper Directory that publishes its circulation down to date in ROLL OF HONOR, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by Roswell's American Newspaper Directory. Advertisements go in both morning and evening editions for one price.



Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (560).

St. Paul, Dispatch, dy. Aver. 1902, 49,062 (505). Present aver. 58,181. ST. PAUL'S LEAD-ING NEWSPAPER.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 22,325 (505).

St. Paul, News, dy. Aver. 1902, 30,619 (505). First 2 mos., 1902, sworn average 34,081 net.

St. Paul, Pioneer-Press. Daily average for 1902 84,151, Sunday 80,956 (506).

St. Paul, The Farmer, agric., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end, Feb., '02, 67,875 (507). Act. pres. av. 86,000.

Winona, Republican and Herald, daily. Average 1902, 8,202 (613). Av. past 6 months, 4,109.

Westlicher Herald, w'y. Av. '02, 22,688. Sonntage Winona, 28,808. Volksblatt des Westens (w'y.) 28,826 (513).

MISSOURI.

Carthage, Press. Daily average for 1902, 1,411, weekly 2,880 (530). W. J. Sewall, pub.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade Jrn'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,855.

Kansas City, World, daily. Aver. 1902, 22,978 (543). First 2 mos., 1903, aver., sworn, 61,482.

Mexico, American Farm and Orchard agric. and hortic., mo. Actual average for 1902, 4,888 (549). Actual aver. May, June, July, 1902, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 200 S. 7th St. Western Fruit Growers, m'y. Aver. for 1902, 22,287 (567). Rate per line. Circulation 50,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M.M.D., ed. and pub. Av. for 1902, 58,058 (563).

National Farmer and Stock Grower, mo. Av. 9 mos. end, Oct., '02, 105,500. 1902, 68,588 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 909,522. Actual proven average for first 9 mos. in 1903, 1,115,766. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,304 (572). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 16,161 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Av. for year end, April 30, '02, 144,554 (500).

Lincoln, Frost Press, weekly (500). Average for year ending April 30, 1902, 144,554.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 6,160.

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1902, 1,800. In 1902, 1,660 (501).

Omaha, Den Danske Pioneer, w'y. Sophus F. Neble Pub. Co. Average for 1902, 28,478 (504).

Omaha, News, daily. Aver. for 1902, 82,777 (504). First 5 mos., 1902, sworn—aver. 46,055.

A Roll of Honor—Continued.

NEW HAMPSHIRE.

Franklin Falls. Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than \$4,400.

Manchester. News, daily. Herb. N. Davison. Average for 1902, **7,500** (600).

Leith & Stuart, N. Y. Rep., 160 Nassau St.

NEW JERSEY.

Ashbury Park. Press, dy. J. L. Kimmonth, pub. Act. av. year end, July 31, '02, **5,702**. In '02 **5,556**.

Elizabeth. Evening Times. Stern over. 1902, **8,885** (516). 6 mos. '02, **4,228**.

Elmer. Times, weekly. S. P. Foster. Average for 1902, **2,052**, (516).

Jersey City. Evening Journal, dy. Average for 1902, **17,552** (619). 1st 6 mos. '02, **18,407**.

Jersey City. Sunshine, mo. J. W. Floriday. Aver. for year ending Jan., 1902, **84,500** (525).

Newark. Evening News. Evening News Pub. Co. Av. for 1902, dy. **50,406**, Sy. **15,915** (621).

Newmarket. Advertisers' Guide mo. Stanley Day, publisher. Average for 1902, **5,041** (623).

Plainfield. Daily Press. A. L. Force, publisher. Actual average for 1902, **2,552** (625).

NEW YORK.

Albany. Journal, evening. Journal Co. Average 1902, **16,109** (634); present, **18,897**.

Albany. Times-Union, every evening. Estab. 1852. Average for 1902, **5,254** (535).

Binghamton. Evening Herald, daily. Evening Herald Co. Average for 1902, **16,891** (625).

Buffalo. Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning **48,818**, evening **30,401** (641).

Buffalo. Evening News. Dy. av. 1902, **74,254** (641). Smith & Thompson, Rep., N. Y. & Chicago.

Cortland. Democrat, weekly. F. C. Parsons. Actual average for 1902, **8,228** (647).

Elmira. Ev'g Star. Av. for 1902, **8,255** (651). Guaranteed by affidavit or personal investigation. *Leith & Stuart, N. Y. Rep., 160 Nassau St.*

Ithaca. News, daily. Ithaca Publishing Co. Average for 1902, **8,116** (656). Av. for Sept., 1902, **4,500**. *Leith & Stuart, N. Y. Rep., 160 Nassau St.*

Newburgh. News, dy. Av. for 1902, **4,257** (666). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, mo. R. M. Van Arsdale, pub. Av. 1902, **8,816** (681). Av. 10 mos. '02, **7,425**.

American Machinist, w'y., machine construe. (Also European ed.) Av. 1902, **18,561** (670).

Amerikanische Schweizer Zeitung, w'y., Swiss Pub. Co., 63 Trinity pl. Av. for 1902, **18,000** (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, **8,750** (665).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, **8,058** (556). Average for first six months end, July 31, 1902, **4,416**.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, **28,479** (585).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Restaurants). Average for year ending with August, 1902, **5,555** (557).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, **205,528** (627).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Est. 1812. Av. 1902, **751,909** (625). Act. av. 1902 for 6 months ending June, 1902, **876,937**.

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1812. Av. 1902, **751,909** (625). Act. av. 1902 for 6 months ending June, 1902, **876,937**.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, **5,557** (669).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, **6,812** (674).

Engineering and Mining Journal, weekly. Est. 1866. Average for 1902, **10,009**, (674) (675).

Forward, daily. Forward Association. Average for 1902, **31,769** (667).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, **304,621** (660). December, 1902, edition, **255,650** copies.

Hardware, semi-monthly. Average for 1902, **8,802** (625); first half 1902, **9,382**.

Morning Telegraph, daily. Daily Telegraph Co. publ. Average for 1902, **98,235** (668).

Music Trade Review, music trade and art weekly. Aver. for 1902, **5,459** (677).

Pharmaceutical Era, weekly, pharmacy. D. O. H. and Co., publ., 8 Spruce street. (676) (679).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, **17,696** (702); av. '03, **17,992**.

Police Chronicle, weekly. Police Chronicles Pub. Co. Average for 1902, **8,650** (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Howell. Est. 1888. Average for 1902, **18,987** (679).

Railroad Gazette, railroad and engineering weekly. 53 Fulton street. Est. 1864. (674) (690).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1902, **5,488** (677).

The Iron Age, weekly, established 1855 (670) (678). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901,
by Printers' Ink, the Little
Schoolmaster in the Art
of Advertising, to The Iron Age,
that paper, after a canvassing
of merits extending over
a period of ten months, have
ing been pronounced the one trade paper in the
United States of America, indeed all in all,
renders its constituency the best service and best
serves its purpose as a medium for communica-
tion with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (674) (669).

Wilshire's Magazine, Gaylord Wilshire, ed. 123 E. 23d St. Act. av. ending Sept., 1902, **46,000** (608). Actual av. first eight mos. '02, **100,635**.

Rochester, Case and Comment, mo. Law. Av. for 1902, **50,000** (715); 4 years' average, **50,156**.

Schenectady, Gazette, daily. A. N. Liecty. Average for 1902, **9,097** (718). Average for the month of August, 1902, **15,611**.

Utica, National Electrical Contractor, mo. Average for 1902, **2,292** (725).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, **15,618** (725).

Watson, Western New Yorker, weekly. Levi A. Case, publisher. Average for 1902, **8,448** (731).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, **4,182** (726).

NORTH CAROLINA.

Lexington, Dispatch, w'y. In 1902 no issue less than **5,600** (725). Aver. first 8 mos. '02, **6,500**.

Raleigh, Biblical Recorder, weekly. Average 1902, **7,655**. Six months '02, **8,691**.

A Roll of Honor—Continued.

NORTH DAKOTA.

Grand Forks, Normandien, weekly. Norman-
den Pub. Co. Average for 1902, 4,869 (74).

Herald, dy. Av. for '02, 4,759 (74). Actual aver.
for Sept. '02, 5,629. *North Dakota's BIGGEST
DAILY.* La Cote & Maxwell, N. Y. Rep.

OHIO.

Akron, Beacon Journal. Daily average 1902,
7,569 (76). Year ending Sept. 30, 1902, 8,965.

Ashland, Amerikan Samonat, w/y. Aug.-Ed-
wards. Average for 1902, 8,555 (72).

Cincinnati, Enquirer. Established 1842. Daily
(@ @), Sunday (@) (76). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo.
Phonog. Institute Co. Av. for 1902, 10,197 (76).

Cincinnati, Trade Review, m/y. Highlands &
Highland. Av. for 1902, 2,554 (75).

Cincinnati, Times-Star, dy. Cincinnati Times-
Star Pub. Co. Act. aver. for 1902, 145,018 (76).
Act. aver. for first six months 1902, 147,601.

Cleveland, Current Anecdotes (Preachers')
Mag., mo. Av. year end, Sept., 1902, 11,875 (76).

Columbus, Press, daily, democratic. Press
Printing Co. Actual av. for 1902, 24,959 (77).

Columbus, Sales Agent, monthly. E. L. Moon,
publisher. Average for 1902, 4,958 (71).

Dayton, News, daily. News Publishing Co.
Average for 1902, 16,530 (77).

Lancaster, Fairfield Co. Republican. In Aug-
ust, '02, no issue less than 1,650 for 2 years (73).

Springfield, Farm and Fireside, agricultural,
semi-monthly, est. 1877. Actual average for 1902,
\$11,290 (80). Actual average for first six
months, '02, \$40,375.

Springfield, Woman's Home Companion,
household monthly, est. 1873. Actual av. for 1902,
\$62,666 (80). Actual average for first six
months, '02, \$35,166.

Toledo, Medical and Surgical Reporter, mo.
Actual average 1902, 10,917 (82).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w/y. Actual aver.
1902, \$2,178 (81). Year end June 30, '02, 24,195.

Guthrie, Oklahoma State Capital, dy. and w/y.
Average for 1902, dy. 18,506, w/y. \$1,322 (81).
Year ending July 1, '02, dy. 19,568; w/y. 28,119.

OREGON.

Astoria, Lannetar, C. C. C. Rosenberg, Finnish,
weekly. Average 1902, 1,898 (82).

Portland, Evening Telegram, dy. (ex. Sen.).
Sworn cir. '02 (8 mos.), 17,828. In '02, 16,866 (84).

Portland, Pacific Miner, semi-mo. Av. year
ending Sept., 1902, \$3,088; first 8 mos. 1902, 4,912.

PENNSYLVANIA.

Allegheny, American Tourist, mo. Av. year
end Aug., '02, 6,120 (78). This paper was former-
ly published in Pittsburgh, and is now continued under
the name of *The American Home Companion*.

Bellefonte, Centre Democrat, w/y. Average for
1902, \$3,550 (82). First six months 1902, 8,750.

Connellsville, Courier, weekly. Actual av. for
1902, \$1,165 (83). The "Courier" has a daily issue
since Nov. 1902; statement upon application.

Erie, Times, daily. Average for 1902, 10,645
(83). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year
end Feb., '02, less 7,500 (84). Sworn av. for year
end July, '02, 9,439. Average Sept., '02, 10,631.

Philadelphia, American Medicine, w/y. Av.
for 1902, 19,587 (85). Av. March, '02, 16,587.

Philadelphia, Camera, monthly. Frank V.
Chambers. Average for 1902, 6,748 (87).

Philadelphia, Farm Journal, monthly. Wil-
mer Atkinson Company, publishers. Average
for 1902, 588,127 (87). *Printers' Ink* accorded
the seventh Sugar Bowl to Farm Journal with this
inscription:



"Awarded June 25th, 1902, by
'Printers' Ink.' To the
'Schoolmaster' in the Art of
'Advertising' to the Farm
'Journal.' After a canvassing
of merit extending over a
period of half a year, that paper, among all
those published in the United States, has been
pronounced the one that best serves its purpose
as an educator and counselor for the agricultur-
al population, and as an effective and economic
medium for communicating with them,
through its advertising columns."

Philadelphia, Grocery World, w/y. Grocery
Pub. Co. Av. for 1902, 9,405 (87). Average first
six months 1902, 9,750.

Philadelphia, Public Ledger, daily. Adolph
S. Ochs, publisher. (@ @) (86).

Philadelphia, Reformed Church Messenger,
mo. 150 Arch St. Average for 1902, 8,574 (88).

Philadelphia, Sunday School Times, weekly.
Average for 1902, 101,815 (89). Average to July
1, 1902, 105,057. Religious Press Assn., Phila.


Philadelphia, The Evening
Bulletin, d. ex. S. Average for 1902,
sworn, 180,489 (86) copies daily,
net paid. Average for first six
months of 1902, sworn statement,
141,196 copies per day, net paid.
The Bulletin's circulation figures
are the highest in the world, when re-
turned and free copies being deducted. No other
Philadelphia newspaper states or prints its net
figures. The Bulletin goes daily into more Phila-
delphia homes than any other medium. It has by
many thousands the largest city circulation in
Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY
READS THE BULLETIN.

Pittsburg, Chronicle-Telegraph. Aver., 1902,
67,842 (85). Sworn statement on application.

Pittsburg, Gazette, dy and Sun. Aver. dy
1902, 60,329 (87). Sworn statement on application.

Pittsburg, Times, daily. Wm. H. Self, pres.
Average for 1902, 59,571 (87). Average first six
months 1902, 64,871.

Scranton, Times, every evening. Edw. J.
Lyntz. Average for 1902, 19,917 (83).

Washington, Reporter, daily. John L. Stew-
art, gen. mgr. Average for 1902, 5,857 (88).

West Chester, Local News, daily. W. H.
Hodgson. Average for 1902, 15,086 (80).

York, Dispatch, daily. Dispatch Publishing
Co. Average for 1902, 1,361 (83). Average for
May, '02, 8,576.

RODE ISLAND.

Providence, Daily Journal, 15,975 (@ @) (86),
Sunday 18,251 (@ @). Evening Bulletin 57,-
581, average 1902. Providence Journal Co., publ.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P.
Browne. Aver. 1902, no issue less than 1,700 (89).

Columbia, State, daily. State Co., publishers.
Average for 1902, 5,777 (90). Daily average for
the first six months of 1902, 6,866 copies.

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day,
publishers. Actual daily average for 1902, 5,819
(91). Sworn coverage for August, 1902, 9,437.

A Roll of Honor—Continued.

TENNESSEE.

Chattanooga. Southern Fruit Grower, mo. Actual average 1903, 11,204 (98). Rate, 9 cents per line. Average for September, 1903, 15,156.

Gallatin. Semi-weekly News. In 1902 no issue less than 1,850 (93). First 6 mos. 1903, 1,425.

Knoxville. Sentinel, daily. Average 1902, 7,701 (92). Average September, 1903, 16,011.

Memphis. Commercial Appeal, daily. Sunday and weekly. Average 1902, daily 27,506, Sunday 34,910, weekly 74,818 (92). First 6 mos. 1903, dy. 28,445. Sy. 27,318, wy. 76,932.

Nashville. Banner, daily. Av. for year ending Feb., 1903, 16,078 (93). Av. for June, 1903, 19,556. Only Nashville dy's eligible to Roll of Honor.

Nashville. Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (94).

TEXAS.

Dallas. Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (94).

Denton. Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (94).

El Paso. Herald, daily. Average for 1902, 2,345 (94). E. Katz, Special Agent, New York.

La Porte. Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,300 (94).

Paris. Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (93); May, 1903, 1,257.

UTAH.

Ogden. Standard, Wm. Glassman, pub. Av. for 1902, daily 4,028, semi-weekly 8,081 (97).

VERMONT.

Barré. Times, daily. F. E. Langley. Aver. 1902, 2,554 (94). First six months 1903, 2,588.

VIRGINIA.

Norfolk. Dispatch, daily. Daily average for 1902, 5,098 (95). Aug., 1903, 8,494.

WASHINGTON.

Spokane. Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,236 (99).

Tacoma. Daily News, dy. Av. '02, 15,659 (100). Av. 6 mos. 1903, 14,080. Saturday issue 18,000.

Tacoma. Ledger. Dy. av. 1902, 10,986; Sy., 14,195; wy. 7,414 (100). Av. 7 mos. 1903 exceeds: Dy. 18,000; Sy. 15,500; wy. 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Kingwood. Preston Co. Journal, wy. W. S. Whetzel, Av. for 1902 1,507, 1st 6 mos. 1903, 1,715.

Parkersburg. Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,304 (100).

Wheeling. News, d'y and Sy. News Pub. Co. Average for 1902, d'y 8,636, Sy 8,805 (101).

WISCONSIN.

Madison. Amerika, weekly. America Publishing Co. Average for 1902, 9,496 (100).

Milwaukee. Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 26,748 (100).

Milwaukee. Journal, daily. Journal Co., pub. Av. end, Feb., 1903, 29,425 (100). Sept., 24,604.

Oshkosh. Northwestern, daily. Av. for 1902, 5,903 (100). First 4 mos. 1903, 6,270.

Racine. Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 8,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (100). For yr. edg. July 1, 1903, 80,200.

Waupaca. Post, weekly. Post Publishing Co. Average for 1902, 2,585 (104).

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1902, 4,937 (100).

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (100).

MANITOBA, CAN.

Winnipeg. Der Nordwesten, German weekly. Average for 1902, 8,161, 1st 6 mos. 1903, 9,100.

Winnipeg. Free Press, daily and weekly. Average for 1902, daily 15,641, weekly 16,674 (100). Daily, first nine months 1903, 19,504.

NOVA SCOTIA, CAN.

Halifax. Herald, Evening Mail, Homestead. Combined average for 1902, 12,551 (100).

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,260 (100).

Toronto. Star, daily. Average for 1902, 14,161 (100). Nine months 1903, 22,949.

QUEBEC, CAN.

Montreal. La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (100).

Montreal. Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,075, wy. 181,418 (100). Six mos. end, May 1st, '03, dy. av. 55,147, wy. 122,157.

No Amount of Money can buy

a place in this list

for a paper not having

the requisite qualification.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue new editions of five hundred copies for \$1.00, or a larger number at the same rates.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advtg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,
Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 4, 1903.

ADVERTISING is becoming a science with such rapid strides that many are apt to view it in its narrow sense. It should be viewed in its entirety, not as something entirely distinct from the mercantile side of a business. Properly speaking, advertising enters into every movement of any person connected with a business house.

In the truly successful business all must advertise the progressiveness of the concern in his or her individual way. In addition the leading spirit must be an advertising enthusiast. This does not mean that he must know all the fine points of advertising. He does not necessarily have to commit all the technical expressions, or become familiar with all the mechanical details. It is not essential that he be able to write good "copy." All that he can leave to the man in charge of his advertising department.

The moving spirit of a business house must, however, be a man in whom the true advertising intuition is present. Not the mere writing of words on paper, but the ability to see ways for calling attention to the firm's progressiveness and reliability in each and every action that is taken. He must lead his employees into advertising the up-to-date methods of their house both in and out of business hours. It is only when employers and all the employees of a business house work together

in creating a favorable impression that the full value of advertising is obtained.

At times on entering a town the first thing to greet the eye of a stranger is a well appearing factory building. He does not have to ask whose it is or what they make. A prominently displayed sign gives the information. A prominent and suitable location shows the judgment of the company. Freshly trimmed grass plots, painted fences, the absence of broken windows and many similar things show their prosperity and progressiveness.

Conversation cannot be carried on with any of the townspeople for ten minutes without hearing the factory mentioned. The townspeople are proud of the factory. It improves the town and helps the people. Their kind words are the best of advertising.

If the stranger stay for any length of time in the town and it be in the summer time he will probably attend band concerts given by the factory band—a really talented band which gives band concerts in their own and nearby towns. They carry the name of the factory with them, and arouse a kindly feeling toward the company which makes a good band concert possible. So the factory has the population of their section of the State unconsciously pulling for them, which is prolific of untold good. Another thing, every individual within touch of the factory always uses their brand when in need of anything in their line.

During the summer months the factory will have a baseball team made up of the best baseball talent in the country—a collection of college stars, secured by giving them a position at good wages during the summer months. The team bears the firm name. It is entered in a semi-professional league and plays a good game. The results of the games are published in the daily papers of the nearby large cities. Publicity is obtained. An interest in the factory and its product is created among an ele-

ment which perhaps could not be reached otherwise. Contrast this factory with one of the other sort. A stranger may enter the town. He may stay for weeks and never notice it. He may see the building and never know whose it is or what they make. He does not care to know. Nothing attracts his attention as he passes by. The grounds are not made attractive, windows are broken, no sign is displayed. It's just a dismal factory building. It is gloomy as seen from the outside and must be equally so on the inside. The employees must regard it as a prison. It seems that it would be a good investment to have a cheery looking factory for the reason alone that better service could be obtained from the employees. The two factories may each issue the best of printed advertising matter. Their magazine advertising may be out of the ordinary—one equally as good as the other. The company with the unattractive factory building may do a large business. Still it does not do the amount it would if everything and everybody connected with the business were a veritable advertisement.

PUBLISHER James Keely, of the Chicago *Tribune*, is completing a somewhat belated vacation in the Maine woods.

MR. CHARLES E. BALDWIN, room 46, Graham Building, 127 Duane street, has assumed the management of the *Boot and Shoe Recorder's* New York office.

AFTER six months with the new Bentz Advertising Co., 3 West Twenty-ninth street, William C. Freeman has returned to his old place as advertising manager of the New York *American and Journal*.

A good advertising man is never narrow between the eyes—stingy. He is liberal in all things, willing to help others, explains things, and finds his greatest happiness in the success of others—especially his customers. He is never a bilious man.

MISLEADING advertising helps your competitor—unless he makes a big noise over it and gets chesty about his great honesty in comparison to you.

THE ad that includes only a description of goods is a bad ad. Everything that is for sale has a human interest—except stocks and bonds. The personal feature, the consumer, is just as much a problem as the goods themselves—often the biggest problem.

MR. C. W. POST now advertises Postum Cereal and Grape Nuts in the Harper publications, notwithstanding the fact that the Harper publications continue to live up to their old-time theory that the number of copies they print is nobody's business but their own.

ADVERTISING is the most fascinating, far-reaching, interesting factor in business, because it affects every material need and requirement of mankind. Its diversity includes all the physical necessities of the human race, with luxuries and pleasures thrown in for good measure.

THE man who refuses to feature an advantage of his own for fear that his competitor may obtain some benefit from the announcement will never succeed as an advertiser. Good advertising helps the firm using it and frequently benefits the business of other firms in the same line.

THE *Petit Journal*, a daily newspaper published in Paris, claims a circulation of one million copies, it is said. The *Imperial Review*, a newspaper published for the perusal of the Austrian Emperor, has an edition of only three copies, which is said to be the smallest circulation in the world.

THE Rochester Correspondence Schools, Rochester, N. Y., will do considerable advertising this winter, placing an appropriation in daily papers through the Lyman D. Morse Agency, New York. Magazine advertising for the same institution is also being placed by the Wheaton-Grannis agency.

THE doctrine of cheapness has been exploded. Not "how cheap," but "how good," has the centre of the stage. The public has learned to place a higher estimate on goods than price.

AUGUST LEON HINSCH, editor-in-chief of the St. Paul *Volkszeitung* and well known throughout the country as a German journalist, died in St. Paul October 14. Mr. Hinsch was born in Germany and came to America thirty years ago. He had been connected with the *Volkszeitung* twenty-five years, and was sixty-four years old.

THE Baltimore *News*, being practically the only afternoon paper in a distinctively afternoon paper city, covers a field which three morning papers divide. The *News* publishes but one edition a day, which is delivered into practically all the homes of the purchasing classes. Baltimore and its leading newspaper, the Baltimore *News*, should prove keenly interesting to every progressive advertiser.—*M. Lee Starke.*

GEORGE H. MUNROE, editorial writer on the Boston *Herald* and a working journalist for more than half a century, died October 15, aged seventy-six. At one time in his career he was famous for his "Templeton" correspondence in the Hartford *Courant*. He was also correspondent of the New York *Tribune*, editor-in-chief of the Boston *Saturday Evening Gazette*, and had dealt with political subjects on the *Herald* for many years.

DR. L. E. CLAYDON was recently refused membership in the Goodhue County (Minn.) Medical Association because he held to his belief in newspaper publicity for the practising physician. Newspapers in that section of the country have been glad to publish news accounts of operations performed by the doctor, and these have brought him a fine practice. This action also debars the applicant from membership in the State Medical Association, and it will probably be contested.

Success sprouts from the seed of good advertising.

THE ad that arouses curiosity is usually a good ad.

E. C. VICK, Advertising Manager of *Wilshire's Magazine*, New York, has resigned. It is said that *Wilshire's* was the first Socialist publication able to secure advertising.

THE November issue of the *Ladies' Home Journal* completes that magazine's twentieth year. The event is celebrated quietly so far as "recollections" or pictures of the plant are concerned, it being stated merely that the first number appeared in December, 1883, and consisted of eight pages. The twentieth anniversary number has seventy-two pages, which is the largest single number ever issued. It contains 120 columns of advertising, which also breaks tradition.

THE Hoboken, N. J., *Observer* sends out a mailing card assuring a guaranteed daily circulation of 22,000 copies. The *Observer* says of itself that it is a bright, snappy home paper with an increasing circulation. This assertion would appear as a straightforward one. The detailed circulation statements which the *Observer* has made to the American Newspaper Directory year after year show a steady growth. The rating in the 1903 issue of that book credits the *Observer* with 18,097 average issue for the year ending June, 1902. Papers of the *Observer's* quality should join the Roll of Honor.

THE *Register-Gazette*, Rockford, Ill., sends out a fac-simile letter from Assistant Postmaster-General Madden, showing that that paper mailed 8,759 pounds of papers during the six months from January to June. All newspaper mail sent from that post office in the same period comprised 14,533 pounds, so that fully sixty per cent was mailed by the *Register-Gazette*. This includes its daily and semi-weekly edition, and is exclusive of papers sent to adjacent towns by express. The *Register-Gazette* is the only paper in Rockford that appears in the Roll of Honor, and the only publication in that city entitled so to appear, with the exception of the Rockford morning and semi-weekly *Star*.

THE Paul E. Derrick Advertising Agency, Tribune Building, New York, is conducting a financial advertising campaign for the Chicago Security and Trust Company, Chicago.

CHICAGO is to have a new monthly, the *Wright Magazine*, published by the Dietrich-Sawyer Co., 153 La Salle street, that city. The publishers announce that "from a literary point of view it will be without a superior among the magazines of to-day," while "from the advertisers' standpoint it will have no equal."

AN electric sign containing ten incandescent lamps can be used in New York City two hours daily at a monthly cost of only \$2.25, according to the New York Edison Company's *Bulletin*. Four hours per day cost \$3.75 a month. A twenty-lamp sign five hours daily costs \$8.65 monthly, and the cost of a fifty-lamp sign for the same period is \$21.50. The ten-lamp sign costs seven and a half cents per day, and need be seen by only eight persons to reduce its cost to the price of a postal card without printing. But there are locations in New York where such an advertisement may be seen by from 250,000 to 500,000 persons daily, for it is as active in daylight as after dusk.

THE Galveston, Texas, *News* has a "banner newsboy" who made \$20 in one day selling copies of that paper. The *News* issues an annual "commercial edition" on the first day of every September, and this special is liberally advertised beforehand. Brantley Harris, the ten-year-old prize newsboy, worked in advance taking orders, and disposed of 1,000 papers to 272 persons. Brantley has been selling papers for about two years. With the first \$20 he saved he purchased a horse. He sold the horse for \$30. To this he added \$15 and purchased a Jersey cow. The cow had a calf. He sells milk enough from one cow to pay for the feed of two cows. He considers his two cows worth \$90.

IN this day and age, the advertiser who has no conscience will get but little business.

ANYTHING that produces favorable talk about a firm or its goods is good advertising.

THEORY is not bad, particularly if it appeal to one's interest or sympathy, but practice is better, in all kinds of business. One may plan all sorts of enterprises, but the successful business man is he who puts these plans into execution.

ALL good advertising is educational. It is unfortunate that there is not more good advertising. Men who read ponder over what they read. If one's advertisement may not attract the reader to his place of business, it may take him to another. This applies generally, so that oftentimes one will gain trade through the advertisement of a competitor. Thus what one may lose to his competitor through his own advertisement will be restored to him through the efforts of his competitor to gain trade. The leading thought of it all, though, is that in all cases the work of educating the people into buying goes on steadily through advertising.

ONE persistent method of advertising Ivory Soap is that of supplying to weavers of woollen goods small slips bearing directions for washing. The following is packed with hose: "Turn the stockings inside out, wash in warm (not hot) water in which part of a cake of Ivory Soap cut into shavings has been dissolved; rinse in water of the same temperature, wring without twisting, stretch into shape and dry in the shade." These little slips are used by manufacturers, it is said, because Ivory Soap gives good results when employed according to directions, and the favorable impression given by woollen goods when so cleansed redounds to the credit of the manufacturer. The total number of slips circulated through this means in a year must run far into the millions.

Good advertising always makes interesting reading.

THE managers of political campaigns have at last awakened to the modern requirements of advertising, and for the first time in the history of New York's politics, art posters have been used whereby to touch the secret chord of sympathy in the public and make it respond, by devious ways perhaps, to the real issue beneath.

This is a distinct departure from the nearest approach heretofore made to the designer's brush, and the Citizens' Union Publicity Bureau is to be congratulated. Now that the ice has been broken, we may venture to predict that before many years the cross-street banner, with its caricatures of candidates, will be relegated to the advertiser's back-yard, along with many other remains of unartistic and unscientific advertising so dear to the heart of the campaign promoter.

The posters, which may be seen throughout the city, but notably in the Citizens' Union meeting rooms in the Decker Building on Union Square West, are in one, two, three, four sheet and larger size, and were planned, designed and executed by Mr. Charles R. Lamb and Mr. Frederick Lamb, of the firm of J. & R. Lamb, well known through the country as producers of decorations for interiors.

Besides those intended for windows and billboards, a number of heroic posters have been made to be placed in Carnegie Hall and other public speaking places, where the Citizens' Union daily gather the multitude to hear campaign speeches.

There is no question but that the art poster will have a tremendous influence in a campaign of this or any other kind. How to win votes (differing but little in principle from "how to sell goods") is a problem to which the giant political leaders—amongst them men gifted with vast business and managerial ability—have year after year wholly given their time and brains.

Here is a field for the advertising man which until this year has been little exploited. In the past, most political advertising, no matter what its form, has been sadly lacking in the plans which make it a complete and rounded work, being most often of a haphazard nature.

ADVERTISING antedates business.

EVERY business house maintaining a number of salesmen on the road has in this organization the possibilities of an important aid to the advertising manager. Too often these possibilities are not realized. No effort is made to utilize the expert knowledge which a good traveling man has of his particular field. The valuable information which he gains in making his daily rounds is allowed to remain in his individual possession, whereas it should be turned in as part of the assets of the house. It costs a great deal of money to "travel men," as the saying is, and the employer is entitled to get out of the investment every cent there is in it. The main object of a salesman is, of course, to sell goods, but the information he picks up in the course of visiting different towns and talking with various dealers has a practical value. It is a sort of by-product of keeping men on the road, and the spirit of the age in the business world is to find a use for all by-products and turn them to the greatest possible account.

How can a business concern best utilize the information that its traveling men are continually picking up? Any wide-awake man on the road will include in his regular letters to his house any hints that he thinks may be useful. Unless he is encouraged to do so, however, he will not feel inclined to cover the different matters as fully as it is desirable he should do. He naturally does not feel disposed to tell the people in the home office their business. This especially applies to a matter so foreign to his own particular work as the advertising policy of the house. It is a good idea to furnish the traveling salesmen with printed slips to be filled out and returned from every town visited. For convenience sake these forms may be a part of the regular reports which every salesman makes in regard to the amount of sales, dealers visited, etc.—*Judicious Advertising.*

A WESTERN correspondent of the Little Schoolmaster writes the following about the novel circulation scheme of the Butte, Mont., *Inter Mountain*, a member of the Roll of Honor:

When you go to the World's Fair next year keep your eyes open for the Montana girl. She is going to be there in force—30 of her, count her, 30—and she is going to form one of the most interesting features of the fair.

The maid from Montana is one of the notable products of the Great West. She is acquiring fame rapidly. For instance, to that charming play, "The Stubbornness of Geraldine," so popular last season, she contributed considerable brilliant color. Then she figured in the many-editioned novel, "The Spenders," and more recently as "Marie of the Lower Ranch" she again secured literary prominence. Now the Butte *Inter Mountain* is going to send her to the World's Fair; not a single one of her, but a composite Montana girl, made up of 30 from as many different parts of the State of Montana—and that's a State which is about 600 miles long by 400 miles broad.

Lots of newspapers have sent one or two persons on some sort of an excursion. That is getting rather tame, but the *Inter Mountain* carries the free trip scheme to its ultimate conclusion and proposes to send 30, or, to be accurate, 31 exactly—30 girls and one chaperon. The suggestion comes involuntarily that the chaperon will have gray hairs in her head when she gets back, if she hasn't them when she starts. How would you like to be the chaperon?

The *Inter Mountain*'s scheme is really one of the cleverest circulation builders ever proposed. It has literally set the State of Montana wild and it promises to land that hustling and thoroughly up-to-date afternoon newspaper far in the lead in Montana if not in Northwestern journalism.

There are 26 counties in Montana. The *Inter Mountain* has inaugurated a coupon voting contest in each one of these. On the vote in Silver Bow County (Butte), three representative girls will be chosen; in Deer Lodge County (Anaconda) two and in Missoula County two will be elected. Each of the other 23 counties will select one representative. Every coupon clipped from the paper must be voted within seven days or it does not count. Special coupons, counting a graded number of votes, are given for money collected on past-due subscription accounts as well as for new subscriptions. Therein lies the beauty of the scheme. The *Inter Mountain* has every energetic and ambitious girl in the State, together with her friends, out working tooth and toenail as collectors and solicitors.

The contest is to run 90 days. Then, on a date yet to be selected, the 30 girls will be brought to Butte as the guests of the *Inter Mountain*. There the chaperon will be selected. When that is done special Pullman sleepers, with a special dining car attached, will be in waiting and the party will start away on a two weeks' trip to the

fair. During the entire journey the *Inter Mountain* will pay all expenses, fares, sleepers, meals, hotel bills, street car fares and admissions.

The girls are to be called county maids of honor, representing as they do their counties. Of course this is a distinction. As a result the daughters of some of the best and oldest families in the State, heiresses to great fortunes and the society belles of every city and town in Montana, are among the contestants.

THE New York *Morning Telegraph* will publish on Sunday, December 20, its annual holiday number, and the publishers promise it to be the most complete as well as the handsomest newspaper ever issued in New York. Besides the usual news and feature sections it will consist of three supplements printed in two colors. A circulation of 100,000 copies is to be guaranteed for this issue. The cover will be designed by the well-known artist, Mr. Otto H. Bacher.

THE first issue of the Associated Sunday Magazines, to appear December 6, will contain the following features: A cover picture, "Christmas in the Balkans," by Seymour M. Stone; "The Heart of It All," a story of the Balkans, by Allen Sangree; a short story by Jack London; a caricature of "Uncle Joe" Cannon, by Hy Mayer; a double-page picture of the Conried production of "Parsifal," with a critical article by James Huneker, musical critic of the *Sun*; "Lies by Mac," the first of a series by a new humorist; "Senator Spooner's Daughter," a short story, by Walter Wellman; "A Dash for the Pole," a funny bear picture, by Frank Verbeck; "A Ballad of the Klondike," by H. V. Sutherland; pictures by A. Weil, Sigurd Schou, B. Cory Kilver, Ihlefeld, Victor Perrard, Alphonse and Gabrielle Chanteau, George Elmer Brown. The editors state that they have endeavored to make this publication absolutely unique. It is to be different from anything yet published in the United States, a combination of the rich artistic execution of the Paris *Figaro*, the bold, broad humor of the German *Simplicissimus*, with a certain constant appeal to human interest.

THE American Advertising Agents' Association (incorporated) are about to issue what is to be called the "Bull's-Eye List" of papers that adhere to rates and charge every man the same for a specified service as is demanded of every other person. The secretary of the Agents' Association, Mr. J. W. Barber, already has the names of no less than three separate publications that are entitled to a place on the list.

THE Kansas City *Journal* is publishing a series of "Sunday advertising sermons," occupying a double-column display, preached from texts taken from PRINTERS' INK and other sources. These deal with general advertising topics and the *Journal's* facilities for covering Kansas City and its environs. The sermons are also sent out in the shape of folders. Special attention is given to the paper's influence with people out of town. A ranchman from the Panhandle of Texas walked into a Kansas City store the other day and pulled from his pocket an advertisement of that establishment which he had clipped from the *Journal* six months previous. It was worn and yellow with age, but he was supplied with the goods advertised.

PREACHING is not good advertising. Don't argue too much. Don't try to prove everything you say. It creates suspicion. Talk what you believe, and just as though you believe everybody else will believe.

THE striking covers that now distinguish *Everybody's Magazine* are not drawn, but made up of real objects, which are photographed by the three-color process. "Still life" covers is the name given them, and they are composed by Ray Brown. The September cover was made up of golf clubs, golf balls and Scotch tartan, the lettering being cut out of white paper and affixed with tiny pins after the desired effect had been secured. The whole composition is framed after reproduction and kept on view at the editorial office of the magazine. The October cover was a study in burlap and autumn leaves, while the November issue is a treatment of corn ears, which could only be obtained after a trip to Connecticut. The ads on the back cover are composed in the same manner, and are fully as interesting as the covers themselves. That for Postum Cereal in October was unique in composition and even more so in advertising value.



The Journal-Transcript

TOWNE & ROBIE, Publishers.
A Local Weekly Newspaper making a specialty
of Franklin, Tilton, and 20 surrounding towns.
\$1.25 a year in advance. Every Thursday.



FRANKLIN FALLS, N. H. 10/27/93. 100

Publisher Printer's Ink.-

Dear sir,-We have already derived benefit from the advertising You have given us by publishing our name in connection with your Roll of Honor, one contract, coming, we are very sure, because of such notice. We do not want to get what we do not pay for, and therefore take gledsure in enclosing our check for one year's insertion of our paper in the "Roll of Honor."

Yours truly,

J. Towne & Robie

"AINSLEE'S MAGAZINE."

232-238 William Street,
NEW YORK, Oct. 22, 1903.

Editor of PRINTERS' INK:

The article in PRINTERS' INK, dated October 21, 1903, "Some Magazine Statistics," may be correct in nine instances, but we certainly take exception to the tenth and last publication mentioned. We refer especially to the circulation of *Ainslee's*.

You may not be aware of it, but the fact remains, nevertheless, that our books are open to the inspection of advertisers and advertising agents to verify our circulation statement. The circulation for September was 185,490, October 206,418, and November (out on sale October 25) 225,130 circulation. December will have near to 275,000 circulation. It really seems absurd to quote the circulation C—exceeding 20,000—and further along in the article state 240,000 total for the year, when, in fact, we have more for one issue than he gives us credit for in the whole year. Every advertiser who has honored us with a contract will verify our statement as to the circulation and the pulling quality.

To clinch the statement, we sent to advertising agents some time ago a pad of slips to incorporate with their order. It read as follows:

**STICK THIS ON YOUR
"AINSLEE'S" ORDERS
AND INSURE YOUR
CLIENTS' MONEY.**

In accepting this order, the publishers of *Ainslee's Magazine* guaranteed 185,000, or more, circulation, and will show satisfactory proof to a representative of this agency upon request.

AINSLEE'S MAGAZINE.

We stand ready to increase the circulation statement of the slips for the coming month, December. We will back our statement of over 250,000 circulation or no pay for December.

This communication is sent you in the kindest spirit, knowing that the figures given by your contributor is simply ignorance of the true state of affairs, and in justice to *Ainslee's* we trust that you will make proper correction.

Yours truly,

C. C. VERNAM.

In the 1903 issue of the American Newspaper Directory *Ainslee's Magazine* is rated C, exceeding 20,000 copies, and on that basis the figures were computed. It appears that the publishers of *Ainslee's* have never furnished the Directory editor any statement of circulation which would enable him to give that magazine a figure rating. PRINTERS' INK casts no doubts upon the claims of Messrs. Street & Smith, who probably do that themselves, in the minds of advertisers, by disregarding the privi-

leges accorded to all publishers to have the facts about their circulation plainly printed in the Directory in Arabic figures. *Ainslee's Magazine* would appear to have finally grown to a point where it would be wise to make its actual issue known in the 1904 edition of the American Newspaper Directory. To do this costs nothing beyond the trouble of sending a true statement, signed and dated.

HONESTY and good reputation are certainly valuable assets, but are mighty bad talking points in advertising.

MR. MEDILL MCCORMICK, assistant publisher of the Chicago Tribune, directs attention to an article in PRINTERS' INK for October 21, wherein the Chicago Record-Herald is given credit for being the first metropolitan newspaper to conduct a department of daily agricultural news. Mr. McCormick says:

It happens that the daily department of agricultural news started in the Record-Herald and Tribune on the same day, because the advance notice published in the Tribune first edition advised its competitors of its plans. What you say of the Record-Herald department is true of the Tribune's. In addition it can be said that the best agricultural editor in the Middle West is employed to conduct the Tribune's department.

**THE LITTLE SCHOOLMASTER'S
CARTOONS OF SPECIALS.**

V.



D. J. RANDALL.

THE PRELIMINARY TRAINING OF
AN ADVERTISER.

An address delivered by Mr. C. W. Post, chairman of the Postum Cereal Co., Ltd., Battle Creek, Mich., before the Sphinx Club on October 14, 1903.

"Does a successful advertiser inherit his talents or acquire them?" is a question frequently asked.

From a particularly advantageous viewpoint I have observed some specimens of the genus, and if you will join with me in a careful analysis, perhaps it may be discovered why he appears to be a composite product of inherited genius and acquired talent. The definition of an advertiser is "*One who makes known to the public the value and merit of his products, wares or personal ability.*" There is not a single exception to the rule that every successful doctor, lawyer, preacher, statesman, author, actor, merchant or manufacturer "makes known to the public," in some manner, the merit of his wares. For the successful man only becomes successful after the public has been made acquainted with him and the value of what he advocates or represents, and sets the seal of its approval thereon. A successful lawyer advertises to the public his ability to win cases by the actual winning of them. He subconsciously says to himself: "I can only earn a prominent position at the bar, which means honor, fame and money, by letting the people know that I can accomplish results." The successful doctor will explain that his code of ethics does not permit him to advertise, yet there never was a successful doctor who did not advertise his skill in some manner. He very properly avoids the effrontery and disgusting egotism of the cheap, illiterate pretender, who cannot in reality accomplish results, but who blares forth his claims through the public press or on the billboards. But the successful doctor has his own manner of advertising. He secures a suite of offices in a prominent building or on a popular corner where the public can easily see his modest sign. These offices are furnished in good taste, made attractive and comfortable, to favorably impress the public. Then he seeks earnestly to accomplish results, to restore health in difficult, obscure and intricate cases. For what reason? Primarily, let us admit that the high-grade physician loves the winning from a clean professional instinct; nevertheless, he cannot attain success before the public unless he makes his merit known to that public. He is an advertiser exercising the right to select the form of media best suited to his profession. So with the successful preacher.

Henry Ward Beecher once wiped his forehead as he stepped into the pulpit and announced, "It is as hot as hell today." No one accused him of a desire to work off a little swear motive. He did such things for a purpose, not grossly to advertise himself in a rude way, but to attract the attention of his audience and the public at large to himself and to the principles he advocated. If he could not do this the crowd would attend some other church, and he occupy the position of a poor little preacher, unknown and unsought, simply because

he did not understand the art of advertising. Please do not gather from this that professional men are rude, blatant and obnoxious advertisers. They would not be successful if they joined that class. On the other hand, they would not be successful if they did not employ the kind of skillful advertising best fitted to their needs. Prominence, before the public, of the man, his ideas and the principles which he advocates, is an absolute essential to success. Mark well that the different articles to be advertised require different treatment. It will not answer to advertise Oxford Bibles on the back of a French novel, or brogan shoes at one dollar per pair in the Boston *Transcript*. Laundry soap can be advertised on billboards, but that is not the place for the announcement of a high-grade physician. The heaviest advertisers are the manufacturers of special articles of commerce, and it is this class we will treat in detail. In order to study the preliminary training of a successful national advertiser, let us take one specimen of the class and detail the steps which led to his production and training.

Among this man's ancestors, for a number of generations back, were lawyers, writers, preachers and farmers. His mother, for a year before his birth, was busily occupied in planning, organizing her little affairs, and devising various and sundry things and methods; a continual exercise of the versatile element of her mind organizing and executing, producing new things and rear-ranging old.

The boy was active, energetic and a planner from the start off. When allowed to enter school at the age of seven, he had already acquired more than his share, perhaps, of boy wealth in the shape of marbles, knives and such kind of currency which came in exchange for his particular manufacture of bows, arrows, ball bats, etc. His own particular stint of wood-sawing was largely done by his boy friends from whom he had won marbles, which became current funds to pay for wood-sawing. A prophecy for the future. The boy more fond of play than work made no brilliant record in his studies, but soon discovered a way of concentrating his mind upon one thing at a time and thereby accomplishing phenomenal results; by this process he was enabled to do things quickly and leave more time for play. At thirteen he was placed at a university where the military training and athletics put him in the pink of physical condition. At fifteen, weary of dependence on a father's purse, he abandoned the university for hard physical work. A few days after his seventeenth birthday found him on the frontier of Kansas, with a partner, and in business, his small capital having been supplied by the mother. He was a worker physically, and a thinker. The versatile inheritance from the mother came to his assistance when disaster began to show its head as a result of too liberal buying on the small capital. Like the cat suddenly brushed off the wall, he intended to light on his feet, he did, by looking up a buyer for the business and closing it out for cash, thereby not only saving himself but more than doubling his capi-

tal. This venture filled some of the cells of the storage battery of experience. Immediately following and before his eighteenth birthday came an offer to travel for a concern making farm machinery, and for seven or eight years thereafter he was engaged in commerce either on the road or locally; serving as salesman in the retail house, clerk and salesman in a wholesale house, traveler, and finally manager of a wholesale establishment. In every department patient, thoughtful planning and organization preceded execution. Energizing in the small affairs furnished training, experience, knowledge for the larger later on. Any fool can do easy things, but the easy good things are so few and the fools so many that business in that line is light. The laurel crown waits for the man who can and will accomplish results in the face of obstacles that the masses cannot overcome. Later on came an offer to start a manufacturing business in connection with some capitalists. Our young man had become an inventor and possessed of some valuable devices for the machinery in which he was interested. A small factory was equipped, later on a large one, and in three or four years a very large one. The trade was phenomenal, but our young man, whose inherited energy was in itself sufficient to keep him actively at work as long as Nature would reasonably allow, sought to extend his ability in that direction by borrowing energy every day from the good old juice that has fooled many a better man, and then quiet the nerves with an abundance of tobacco. Steady mental work each day and each night frequently until midnight, and little if any rest Sundays, was kept up for four or five years, until the combined effects of work with stimulants and narcotics produced a nervous breakdown, necessitating a substitute in the management of the business and a final result of failure. Then followed some years of invalidism, necessitating travel and all sorts of experience with physicians, nurses, diet, medicines, hygiene, etc., etc. He was physically and financially bankrupt, and in this crippled condition was forced to fall back entirely upon his inheritance of planning and organization for a living. Western real estate offered a field that yielded good results, without the necessity of physical or mental labor. It will be seen that his various experiences brought him in touch with all sorts of people and conditions of life. Please observe that he did not, like many a young man, take a classical course in college until twenty to train for a life work of commerce. There was daily training with actual facts, right in the arena day by day, adding this or that item to his store of experience and information, and these items gathered from a wide range of employment and travel. "A rolling stone gathers no moss." Our subject did not want any, so he kept rolling. It's the polished stone that gets through the tough places in this world. The sick days, however, kept returning and necessitated many weeks in bed which gave opportunity for introspection and retrospection, for marshaling the events of a lifetime and massing them for conclusions. Hard experience, some one says, and, perhaps, some will inquire if

it is considered a necessary part of an advertiser's training to be sick for a few years. I mention this part of the life of our subject to show that even the hard experience of sickness served a purpose and produced knowledge that he ultimately made use of. Mother Nature has ordered that the growing child shall have many a fall and grievous hurt, for by the getting up again, legs and arms grow strong, and skill to keep upright is gained. These years of sickness suggested the study of medicine, dietetics, hygiene and psychology. The selection and preparation of food became of supreme importance in the effort to regain health. When the day finally came that our subject, now passed to man's estate, found himself again possessed of a fair share of health, an inventory of his equipment for the start in his real life work might have shown the following:

An inherited instinct for thoughtful planning from premise, step by step to conclusion;

A knowledge of people, their likes, wants, desires and methods of thinking.

Therefore the ability to originate articles to meet the wants of these people and to tell them through the press all about such articles. His financial successes and failures taught him the rarely learned lesson of the relation of outgo to income, and the paramount necessity of the proper regulation of these items so as to leave a sure margin of profit. Perhaps a little bit of personal experience may be used to illustrate the unpromising conditions under which some successful enterprises are started and the prime importance of a correct estimate of conditions and possibilities of trade notwithstanding the adverse criticism of experts. I crave your indulgence in this bit of shop talk.

I went personally to call on the first grocer ever solicited for Postum, a Mr. Herrick, the largest fancy grocer in Grand Rapids, Mich. The old experience as a salesman was brought into play for what it was worth. "Mr. Herrick, I represent a concern in Battle Creek making a cereal coffee, a new thing for the grocery trade, which we propose to advertise and create a business for. The profit to the grocer is a little better than on ordinary coffee, and we expect to build up quite a business among non-coffee drinkers." The good man is an old and successful grocer. He wheeled his chair around to face me squarely, looked me over from head to heel, and said: "Young man, come back here with me." "Back here," meant to some shelves, where after pulling over various and sundry packages, he brought to light a large package, perhaps eight or ten inches long by five inches square, like a small bale of hay, and branded Caramel Coffee, made by the Battle Creek Sanitorium along back in the reign of King George somewhere. "I bought a dozen of those packages a little over eight years ago," said Herrick. "Some years I sell one and some years I don't sell any. Now, you look like a fairly intelligent, sensible young man, but why you should fool away your time on a cereal coffee that no one wants, that there is absolutely no demand for, and that the very best grocery store in Grand Rapids cannot close out a single dozen of in eight years, is be-

yond my comprehension. Why, you can never build up a trade on cereal coffee on earth!" Wasn't that a cheerful introduction for a new business and coming from the best expert in a city of one hundred thousand people? I explained that I knew cereal coffee had been made by various firms ever since the Civil War, but up to this time no palatable, properly made article of the kind had ever appeared to my knowledge, and that after more than a year's experimenting we had produced an article that had a coffee flavor and snap, with none of the toxic effects of the ordinary coffee, and that we felt with first-class advertising we could build up a trade among people with whom coffee was contra-indicated. Some part of the argument seemed to overcome Brother Herrick's better judgment, for he, unwillingly and in a most skeptical manner, allowed a case to go into his store. I met the same general objection in each of the remaining ten stores in Grand Rapids that first took Postum, but each grocer finally yielded, and the next morning the advertising started. During that day I brewed a cup for my old friend Turner, then editor and owner of the *Evening Press*, saying I wanted him to know something about the merit of the article he was about to advertise. Turner liked Postum quite as well as he said he did, I believe, and had a number of the clerks in the office drink it, some of them, perhaps, not as enthusiastic as he. At any rate, I put off home and left the Postum baby to be nourished by the newspapers. A week went by and no squall nor laughter from the new baby. In about ten days Brother Herrick sent for another case "on suspicion," evidently frightened until he had goose skin on him, thinking the little trade he had started would drop off and leave him for another eight years with a dozen packages of Cereal Coffee. Within three weeks Mr. Herrick was ordering a case about every other day, as I remember it, and one jobber began to call for the goods. I went back to Grand Rapids and put a young lady demonstrator at Mr. Herrick's soda water counter. (This was in February and nothing doing in soda.) After the young lady became reasonably expert I went home again for about ten days. On the next visit to Grand Rapids I found his store crowded to the door with ladies. My first impression was that a matinee had just broken loose, and they were after candies and other sweets, but a little watching made plain that these people were in there to try Postum. I made my way among them back to Mr. Herrick's desk. "Hello! You are the Cereal Coffee man from Battle Creek. Business? You bet we are doing business! Look at them (pointing to the store full); but it won't last, for people are not going to keep on buying Cereal Coffee when they can get the genuine for nearly the same price. Say, you folks have a good advertiser down there. I read that man's writings, and he honestly nearly makes me feel that I ought to drink the Cereal Coffee, but while the advertising is amongst the best I ever saw, we can only carry on the business so long, then people will wear out the fad and drop your Cereal Coffee flat. However, I am perfectly satisfied and have a store

full of people like this nearly every day. They not only buy Postum, but all sorts of fancy and staple groceries, and it's a first-class proposition for me. I tell you!" Well, to make a long story short, within ninety days or so Grand Rapids was paying us a profit of about five hundred dollars a month, notwithstanding the pessimistic prophecy of good Brother Herrick and the other grocers. That was nearly nine years ago, and Grand Rapids is still drinking Postum and quantities of it, proof of the fact that the original estimate of the originator was correct—that there are people who cannot drink coffee, and that such people want a hot beverage that is healthful; the outcome of the campaign seems to show that Postum met the need. It is true that after a large clientele is built up, each year a varying percentage will drop away, but experience shows that these losses are replaced by new clients in increasing numbers, so that each year adds to the volume of Postum consumption. Hundreds of competitors have arisen and found untimely graves. People took Postum as a joke and a fad during the early period of its existence, but as time went on, it gradually became clear to the public that the new beverage was made for a purpose and had taken its place as one of the national beverages. I have tried to make clear to you the necessity of various items in the make-up of a successful advertising man. Perhaps this last illustration will put home the need of individuality and faith in the correctness of one's own conclusions, when based upon experience and careful analytical thought. Nowadays much effort is expended in training young men for advertisers. I have tried the experiment several times, but without much success. It seems plain that the successful national advertiser cannot be built by birth alone, but is made up from inherited genius aided by a vast store of information to be gained only by years of experience.

I have perhaps trespassed upon your good humor and sadly strained our unwritten code of ethics by using as an illustration some personal trade experience, and by the general conclusion of this paper that only those especially equipped can become large advertisers. The endeavor has been to discuss the question in an academic way, making use of such illustrations as I am mostly familiar with, and which would seem to be of use in the analysis.

THE SORT OF ADVERTISING THAT IS COSTLY.

Newspaper advertising costs you too much when you try it to-day and stop it to-morrow, says the Tampa, Fla., *Tribune*. So would clerks cost you too much if you hired them for a day now and then. Same with delivery wagons. The wheels of your business must never stop; and the whole machinery is out of gear unless the big advertising wheel is always turning.—*Inland Printer*.

WHILE the timid and conservative are waiting for business to "pick up," the hustling advertiser picks up business by persistent persuasion.—*Jed Scarboro*.

COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHERIDGE.

THE advertising of beds and bedding is not an easy proposition so far as illustration is concerned.

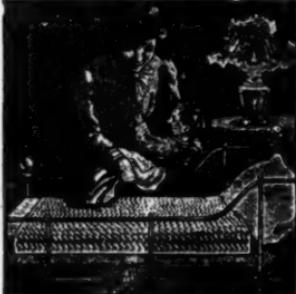
The literature which bed manufacturers prepare for distribution to the trade is excellent, as there is ample opportunity for excellent pictures, and some of the bed catalogues illustrated by the three-color process are really things of beauty.

Advertising of this kind to the

been carried out in the style designated as No. 2, it would have made a splendid advertisement. As it stands, it is an example of good thought gone wrong.

After experimenting long enough advertisers may reach the conclusion that a quarter-page space in an ordinary magazine is no place to run half-tones, and that the way to judge the availability of a drawing is not altogether

QUILTED MATTRESS PADS



Fit your bed with a Quilted Mattress Pad and keep it in a cool and sanitary condition. A sound, refreshing sleep on hot nights will be made possible.

These pads are made of bleached muslin, both sides quilted with pure white wadding of the best grade between. They wash perfectly. Good as new after laundering, and the low cost places them within the reach of all.

Send for sample.

The Excelsior Quilting Co., 15 Leight St., New York.

No.1

consumer is, of course, impossible, and another difficulty lies in the fact that the most attractive advertising is that which shows the advertised article in actual use.

It is obvious that beds do not lend themselves very happily to this character of portrayal. A plain picture of a bed printed in an ordinary periodical is not a very pretty thing.

The advertisement of the Excelsior Quilting Company, reproduced here, is, so far as the idea is concerned, an excellent solution of the difficulty, and, if it had



QUILTED MATTRESS PADS

No.2

on the merits of the original drawing itself, but how it will look and work after it is reduced to the proper size.

Perhaps after a while our friends, the magazine makers, will make the task easier by giving us decent paper in the advertising sections of the magazines.

Good advertising is the main-spring of business.

THERE is enough poor advertising done to increase the value of good advertising.

Advertising Agencies.

THREE hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the Little Schoolmaster.

PRINTERS' INK is desirous to start a classified directory, listing as many recognized agencies as may see the wisdom of having a card in the representative advertising journal in the United States. Such advertisements cost ten cents per line net and are set in pearl. Count six words to the line.

CHICAGO.

ADVERTISERS, consult us before placing your advertising and get the benefit of 18 years of ripest experience, which is essential to all successful advertising. Our Advertisers' Pocket Guide FREE for the asking. GUENTHER-BRADY & CO. (Founded 1886), Schiller Bldg., Chicago.

BANNING ADVERTISING COMPANY—Main office, Marquette Building, Chicago; Eastern office, Temple Court, New York—accept advertising accounts from those who do not misrepresent their articles of manufacture; who do not ask the Banning Company to do so; who make articles against which there is no crystallized moral sentiment; who have ample capital to do as they agree to do, and who value service according to its earning power.

NEW YORK.

PLACE'S ADVERTISING BUREAU
PLACES YOUR ADVERTISING
IN BEST PLACES.

Established 30 years. 203 Broadway, New York.

RUDOLPH GUENTHER. Newspaper and Magazine Advertising. Special combination lists from \$50 upwards, mailed on application. 109 Fulton Street, New York.

♦♦♦

THE LESS A MAN KNOWS, THE LESS HE HAS TO SPEND.

The publisher's interest is best served by having the most intelligent readers in his audience, at the same time holding as many as possible of all classes. The reason for this is obvious. Intelligence and wealth go together. The advertiser wants to reach persons of means. They are his best customers. He uses the paper which addresses itself to intelligence. The families of business and professional men, who read and think, buy most of his goods, and in such families cheap sensation finds little favor. From the standpoint of dollars and cents alone, it is best for the publisher to appeal to highest intelligence. This does not mean that he should neglect the lower grades, for their patronage is worth while, but he need have no fear of losing them while aiming at the higher.—*Progressive Printer.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISING solicitor who obtains business wants to represent trade journal in Philadelphia. Address "E." Printers' Ink.

MORE than 250,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ADWRITER, well prepared though young in work, seeks suitable opening. Convincing writer. Good references. "M." Printers' Ink.

EXPERIENCED advertising man of well-trained ability in writing, etc., seeks change from present pos. "WORKER," Printers' Ink.

YOUNG man, of original ideas and ability to write up good, catchy ads, would accept a position or write up single ads. "E.," care Printers' Ink.

YOUNG adwriter desires work in newspaper office for experience in journalism. Will start with small salary. Address "E. N.," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE, established 1896, represents competent workers in all departments. Send for booklet. 388 Main St., Springfield, Mass.

Editor wanted for evening daily (Republican) in Northwest. Must be capable and reliable. Give references and state salary wanted. Address "EDITOR," care Printers' Ink.

YOUNG man, a competent advertiser, desires position with either comn orcival house as advertising manager or with newspaper as solictor. Address "E. J. S.," care Printers' Ink.

ASSISTANT manager advertising department daily, 35,000 circulation, prefers advertising manager of business or newspaper. Five years' experience. Address "NEWSPAPER," care of P. I.

SUFFERERS from headache, neuralgia, insomnia, try "Ajax" cure. Perfectly harmless; no dangerous drugs; does business quick; guaranteed. Sample, 10c. AUSTIN & CO., Chemists, Simcoe, Ontario.

FOREMAN wanted by a growing Western daily. Must be a thorough printer and able to take from \$1,000 to \$5,000 interest. Salary \$30.00 per week. Good plant and city growing rapidly. Address "H." Printers' Ink.

COMPETENT cartoonist desires position on hustling daily in West or Middle West.

V. R. QUILLIN,
Corner Water and Dewey Ave.,
Sapulpa, I. T.

WANTED—Young man, farm bred preferred, with some experience as solictor on country paper, for advertising position on prominent weekly publication. Address "PUBLISHER," P. O. Box 738, New York City.

WANTED—in large Western city, by advertising concern, an adwriter with ideas on illustrated advertising to prepare booklets, mailing cards, form letters and adv. literature. State age and salary expected. "A. A." Printers' Ink.

SPECIALTY salesman and manager, 20 years' experience placing new goods upon the market, desires position December 1st; familiar with old and new methods; United States and Canada compensation according to results accomplished. Address "S. G. C.," care of Printers' Ink.

WANTED—Back numbers of various advertising publications—*Current Advertising*, *Agricultural Advertising*, *Profitable Advertising*, *Advertising Success*, *Trade, Mail Order Journal*, etc. Send your list to MAHIN ADVERTISING COMPANY, Literary Department, 200 Monroe St., Chicago.

CANVASSERS WANTED to sell the American Newspaper Directory. Subscription price, ten dollars. All ADVERTISERS need it. It tells the circulation of all American newspapers and periodicals with reliable accuracy. It is needed in the editorial room of every important paper. It is an up-to-date gazetteer of all American towns of sufficient importance to support a newspaper. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

LINOTYPES, to be profitable, must produce Linotypes immediately upon installation. We instruct men in both mechanism and operating; until competent, \$50; incompetent men ruin machines; it pays to get good men; we graduate such only; we make specialty of instructing men for new plants. Publishers who are about to install Linotypes would do well to send us their men for instruction. Write us for information and recommendations. LINOTYPE SCHOOL, World Building, New York.

WANTED—Position as ad manager on a daily evening paper. Have had 15 years' experience in ad department of daily. Thoroughly understand foreign advertising. Am now employed as ad manager, but desire to make a change. Best references. Address "EXPERIENCE," care of Printers' Ink.

A DVERTISING WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 605, B. Lippincott Bldg.,
Philadelphia.

A WELL-EQUIPPED, successful newspaper man and practical printer, with a knowledge of advertising and business methods, desires a position in the advertising department of some mercantile or manufacturing concern, or with a first-class newspaper, magazine or advertising agency. Is a writer of good strong copy, and used to handling and editing copy. Of good address, active, alert, resourceful. A painstaking, conscientious worker. Glit-edge reference. Address "THIRTY," care Printers' Ink.

A RE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

H. P. GOODS (INC.),
Suite 511, 508 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1226, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WHEN YOUR WIFE'S DIGESTION SEEKS BEYOND REPAIR, and all medicines and treatments fail, get MAN-A-CEA, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached? Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try it Just Once for One Time. Send for booklet. Druggists, Grocers or BEN. K. CURTIS, Gen'l Agent, 13 Stone Street, New York.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITEFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

ENGRAVING.

ENGRAVING, (line, half-tone, steel, wood), lithographing and artistic printing. **THE KINSLEY STUDIO**, 220 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials, testimonials, certificates, etc. **THE KINSLEY STUDIO**, 220 Broadway, New York.

EXCHANGE.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. THE KINSLEY STUDIO, 220 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

TYPEWRITERS.

NEWSPAPERS may secure new \$100 style typewriters without money; unique adv. proposition. **MUTUAL ADV. AGENCY**, 317 Broadway.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. **DAY-AND-NIGHT ADJUSTMENT ASSN.**, 3644 Chicago ave., Chicago, Ill.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 61 Ann St., New York.

CARD CASES.

PERFECTION card case a good leader for you during the holidays. Four samples of different sizes mailed for 50c. Send for price list. **ROSENTHAL BROS.**, 149 Monroe St., Chicago.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beckman St., New York City.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc. which may be completed by typewriting. Send stamp for samples. **KING**, 105 William St., New York.

COIN CARDS.

82 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.

83 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADDRESSING MACHINES.

A DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circular. **WALLACE & CO.**, 29 Murray St., New York.

NEWSPAPER METALS.

ONE HUNDRED TO ONE—Pick out any news paper in the U. S. which is noted for its typographical excellence, and 100 to 1 that Blatchford's No. 1 stereotype metal was used to print it. **E. W. BLATCHFORD & CO.**, 54-70 Clinton St., Chicago. "A Tower of Strength."

PRINTING.

MOST printers feed sheets by hand, although machinery does it better and more economically. Perhaps you think this makes no difference to you. When you have a big order to place, get our estimate and you'll change your mind. **KING & CO.**, 105 William St., N. Y.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c, straight Havanah filter. Comes in binder, cigarette, cigarette-wraper, Perfecto shape, 4½ inches long. Union made, mild and pleasant. For 50c we will mail a box of 12 of these cigars, prepaid to any address in the U. S., and if they do not make good, return them and receive your money.

HARTFORD CIGAR CO.,
1115 Main St., Hartford, Conn.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 225 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.
ILLUSTRATING, designing, etc., for covers, book-plates, and crests. THE KINSLEY STUDIO, 230 Broadway, New York.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. THE KINSLEY STUDIO, 230 Broadway, New York.

ADVERTISING AGENTS.

MAHIN Coupon System gives you satisfactory service in classified advertising. Our Classified Director contains extensive lists of papers covering various sections of the country. We mail it free, if requested. Address CLASSIFIED DEPT., MAHIN ADVERTISING COMPANY, 201 Monroe St., Chicago, Ill.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright ledger cut catalogue.

WE will take on linotype composition, if non-rush, at a low price. W. F. PERSONS, Delevan, N. Y.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

ENVELOPES—**6½-XXX**, \$1.35 1,000. Printed with your name, business and address. Fine note-heads, statements or billheads, same price. Orders filled in 24 hours. WILLCOX, Printer, Hamburg, N. J.

BUSINESS OPPORTUNITIES.

\$25,000 buys foundation upon which **\$300,000** property can be built out of earnings. EMERSON P. HARRIS, 223 Broadway, N. Y.

OUR PLAN for starting beginners in profitable Mail-Order business is remarkably successful. Some we started three months ago now receive 100 letters daily, and are making big money. You can do as well; complete plan for stamp. CENTRAL SUPPLY COMPANY, Kansas City, Mo.

GET NEXT TO BETTER INCOMES. Many ways to do this—none, though, as inviting, legitimate or congenial as the mail-order business. Subscribe to the MAIL ORDER JOURNAL. In six years it has sent hundreds next to better incomes; 3 months trial, 15¢.

LOUIS GUENTHER,
Room O, Schiller Bldg., Chicago

PREMIUMS.

TRINER SCALERS make useful premiums. Complete line. Send for catalogue. TRINER & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-k. gold. Big inducement for quantities. Write "TRANSOM," 3132 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars made in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 300-page full price illustrated catalogue, published annually. See issue now ready; free. G. F. MYERS CO., 46w, 43-45 Maiden Lane, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

TYPE MACHINERY SUPPLIES NOW RUNNING.

25x30 Cottrell 2 Rev., air cushions, tapeless delivery, table distribution.

33x31 Campbell 2-Rev., table distribution, front fly delivery.

39x32 Cottrell Drum Cylinder, air cushions, table distribution, tapeless delivery.

Two-horse power Otto gasoline, with tank, good running order. Price \$125.

And many others. Let us know your want.

CONNER, FENDLER & CO., Warehouse, 56 Beekman St.; Shop, 53-43 Gold St., Manhattan.

BOOKS.

PRINTER'S HELPS AND HINTS, etc. Circular free. KING, Printer, Beverly, Mass.

"**M**Y ADVERTISING PARTNER," a book for merchants and advertisers to write their own cards, 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. HOWLAND, Pub. Columbus, O.

"**H**OW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 50 cents; bound in leatherette, \$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.

EARN MONEY LEARN LETTERING Write Show at Home. O Cards. For One Dollar we send you Sample Chart and General Instructions. For Fifty Dollars send you our Book of Sample Alphabets, Rules and Complete Instructions, enabling you to become a proficient show-card letterer, with reasonable practice, in a short time. For One Dollar we send all of above and one of the celebrated Osgood Fountain Marking Brushes, and four different colors of ink tablets (one-half pint each). J. P. OSGOOD, 331 Pearl Street, NEW YORK.

FOR SALE.

INOTYPE for sale. First-class condition. Address "B. M. M." care of Printers' Ink.

SPECIAL cuts and special writing for every retail business. Very low rates for ART LEAGUE, New York.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address TRIBUNE, Oakland, Cal.

FOR SALE OR LEASE—Daily newspaper plant in Democratic city and county seat of 15,000 people. Inquire P. O. Box 345, Kenosha, Wis.

BEFOR purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167 Oliver St., Boston.

WE have reasons for selling THE ECHO. If you want a newspaper in a good live Illinois town, write us about H. H. G. HOTCHKISS, Prophetstown, Ill.

42 X 60 POTTER TWO-COLOR: will print 4 pages of a 7 or 8 col.; A first class press for book, job or newspaper work. RICHARD PRESTON, 167 Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167 Oliver St., Boston.

LARGE Miehle press, two combination Campbells, large oscillator. Hoe ston cylinder, pony Campbell, 7x17 jobber, lot fine chases. Sta. C. Box 123, Cleveland, O.

FOR SALE or Exchange—Double cylinder Hoe press, with folders attached, in excellent condition, boxed ready for shipment from Harrisburg, Penn. Guaranteed in first-class condition. Just the thing for a good weekly or small daily. VALLEY SPIRIT, Chambersburg, Penn. Price right.

DISTRIBUTING.

CIRCULARS distributed \$5 per thousand. A. D. POSEY, Box 45, Abbeville, La.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$16, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

C COAT HANGERS—NEW STYLES. Specially adapted for permanent advertising purposes. Prices attractive. BELMAR MFG. CO., Canastota, N.Y.

WRITE for sample and price, new Lock Bill File. Price low. Reached business man and housewife. THE WHITEHEAD & HOAG CO., Newark, N.J. Branches in all large cities.

A BRIGHT steel nail file, \$20 per thousand. Turned toothpicks in cases, \$30 per thousand. Samples of each in leather cases, 10c. Agents wanted. J.C. KENYON, Owego, N.Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 253 Broadway, N.Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

25 CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

10 CENTS an inch for advertising in THE GRANITE STATE NEWS, Wolfeboro, N.H.

A DVERTISER'S GUIDE, New Market, N.J. A postal card request will bring sample copy.

WRITE to us about "Business Bringers," THE RELIGIOUS PRESS ASSN., Phila., Pa.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 3,000 monthly. WILLIAMS & METTLAR, New Brunswick, N.J.

THE PROGRESSIVE MONTHLY, Indianapolis, Ind. Best medium for those wanting to reach agents or the mail trade. Rate, 10c. Copy on request.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 2nd. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 5 Vandewater St., N.Y.

\$10 WILL pay for a five-line advertisement from you in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

IF you want to reach the cotton and cotton oil trade of America, use the GINNERS AND MILLERS, Memphis, Tenn. This is highest class trade heavy buyers of all kinds of machinery and machine supplies. If you want to keep posted on cotton and cotton oil, subscribe for it. Three dollars per year. Write for sample copy and ad rates.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D.C.

A DVERTISERS—Northfield is one of Vermont's growing towns. Real estate is advancing 10 per cent in five years. Best black slate quarries, granite and lumber manufacturing. NORTHFIELD NEWS covers a rich section which cannot be successfully reached by advertisers in other mediums. No edition in six years less than 2,000 copies. Ask for further information. NEWS, Northfield, Vt.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million valentine boxes and cases. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY, 181 Water Street, Brooklyn, New York. The largest maker of Tin Boxes outside of the Trust.

HOUSE-TO-HOUSE DISTRIBUTING.

WE make an honest, intelligent house-to-house distribution of advertising matter of all descriptions throughout the entire United States. We employ only reliable, experienced, local men, who personally supervise each distribution.

We positively guarantee the service and cheerfully make good where contract is violated. Few years' experience in handling national contracts.

We are placing millions of pieces monthly for leading general advertisers to whom we can refer you. Pleased to answer inquiries and map out a distributing campaign.

Address MAIN OFFICE WILL A. MOLTON DISTRIBUTING AGENCY, 445 St. Clair St., Cleveland, Ohio.

ADVERTISEMENT CONSTRUCTORS.

100 GOOD ads for a grocery store \$1.00 BAIT-BAK CO., Toronto, Can.

MAIL-ORDER ADVG written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEV-THING, 29 Munn Ave., E. Orange, N.J.

BENJAMIN SHERBOW, 3145 Euclid Avenue, Philadelphia. The making of the better sort of Business Literature exclusively.

HENRY FERRIS, his ^{FF} mark. 915-920 Drexel Building, Philadelphia. Adwriter and business adviser. Write.

ORIGINAL, catchy ads are productive of business. That's the kind I write, and at reasonable prices. DALTON E. LEDNUM, 239 N. 30th St., Philadelphia.

A N ADVERTISEMENT FOR YOUR LOCAL PAPER—well written, tasty and different from the others—draws.

F. H. LOVEJOY, Roslyn, Pa.

A DVERTISING—the kind that increases your business—pays. It's my specialty. Write for particulars.

F. H. LOVEJOY, Box 1, Roslyn, Pa.

MIGHT let me send you some samples and so forth. What I have done for others might suggest what I could do for you. Give me something to figure on. JED SCARBORO, 557a Halsey St., Brooklyn, N.Y.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write for free booklet "How We Help Advertisers." SNYDER, HOWSON & HINDMAN, 906 Tribune Bldg., Chicago.

WICH WHICH ARE YOU—DRIVEN OR LED? Many regard their advertising as a mere expense, a round item. Indeed, as a needless outlay, found upon them by troublesome, won't-be—"back-number" competitors. The ambition of such reluctant advertisers is limited to keeping that enforced outlay pruned down to the lowest possible notch, usually about one notch below a paying possibility. OTHERS "go at it" with the deliberate intent to make it yield a good profit, knowing that interested attention to what they sell is abundantly well worth its cost. Of course "MANY" "have no use" for me, but it constantly cheers me to discover that "there are others," for whom I make the progress possible. Price Lists, Circulars, Folders, Mailings, Slips, and Cards, Newspaper, Magazine and Trade Journal Ads., etc., etc., and I gladly send to those whose inquiries suggest business. Samples that illustrate what those "OTHERS" get. No postal cards, please.

FRANCIS L. MAULE,
No. 22-3, 605 Sansom St., Philadelphia.

NOTES.

NATHAN SIMON, publisher, New York, is making magazine contracts through the Ben B. Hampton Co.

HENRY P. DOWST is now associated with the H. B. Humphrey Co., 227 Washington street, Boston, Mass.

ALL the magazine advertising of the Siegel-Cooper Co., New York, is being handled by the Ben B. Hampton Co.

A TRADE mailing card from the Barr & Widen Mercantile Agency Co., Flatiron Building, New York, outlines their method of collecting bad debts.

"SOME Books for Sale at Our Shop" is a new price-list from the Roycrofters, couched in the elliptical English of the Fra.

THE latest home-seekers' folder of the Burlington, issued from the Chicago office, is entitled "To the Great Northwest," and contains a great deal of compact information.

A FINE booklet from Conrow Brothers, 33 Beckman street, New York, shows samples of Herculean linen surface cover papers in colors suitable for advertising brochures and other literature.

A MAILING card from the *Daily Tribune*, Greensburg, Pa., asserts an average of 3,610 daily for September. The paper's average for 1902, per Rowell's Directory, was 3,192, which shows a material gain.

THE *Register-Gazette*, of Rockford, Ill., an afternoon daily entitled to enter the Roll of Honor, sends out a pithy folder containing in brief space such information as an advertiser would be inclined to place on file.

"RUFUS the Roofer" is a quaint character who holds forth monthly in the pages of the *Arrow*, telling pointed stories that emphasize the qualities of the roofing tin made by the N. & G. Taylor Co., Philadelphia.

THE newly organized Bluine Manufacturing Company, of Concord Junction, Mass., has decided to turn over its entire large appropriation for this year to the H. B. Humphrey Company Advertising Agency, of Boston.

An ear of corn sixteen inches in length, raised by John R. Haggard, Liberty, Mo., is used as the basis of a forceful folder by the weekly Kansas City *Journal*.

"Gas Furnaces" is a simply worded, clearly illustrated, inexpensive booklet on a timely topic, and ought to bring business to the Mellott Heating Co., Pittsburg, Pa.

"Six Per Cent Safely Secured" is an exquisitely printed, convincing booklet on mortgage investments from the mortgagage and bond department of S. E. Gross, real estate, Chicago.

"The Good of It Without the Bad of It" is a coffee booklet from the Meriden Co., 218 Fifth avenue, New York, describing patent coffee percolators and chafing dishes. Arguments and printing are good.

From the *British Whig*, the only daily paper in Kingston, Ont., entitled to entry in the Roll of Honor, comes a list of foreign advertisers fully justifying the publisher's opinion that it is a list to be proud of.

"Relative to Our Future Home" is an interesting mailing card from the Titche-Goettinger Company, dry goods and ladies' wear, Dallas, Texas, describing the new eight-story building which will be occupied in January.

THE *Daily Northwestern*, Oshkosh, Wis., owns 122 miles of telegraph wire, is circulated by 150 newsboys and carriers, and claims to be the strongest daily paper in that State outside of Milwaukee. Its circulation is kept before advertisers in the Roll of Honor.

IN an impressive map-folder, "The Commercial Vantage of the Pacific Northwest," the *Spokesman-Review*, of Spokane, Wash., shows that in its territory were produced last year \$35,000,000 in agricultural products, \$20,000,000 in minerals and \$21,000,000 in lumber.

UNDER the management of John H. Fahey, its new owner, the *Boston Traveler* appears with a first page free from advertising, an improved dress, style and makeup, fresh news and editorial features and other innovations that make it an eminently attractive evening daily.



Normal Instructor and World's Events

Control the trade of

200,000

Of the Best Mail-Order
Buyers in the World.

Your advertisement in these publications will bring you your share of this trade. Specimen copies and advertising rates sent on request.

F. A. OWEN PUBLISHING CO.,
DANSVILLE, N. Y.

THE advertising of James C. Clark & Co., the publishing house handling the Century Dictionary, "Beacon Lights of History," etc., is being placed by the Ben B. Hampton Co.

THE Washington Star's rates are published in a neat leather-bound memo book, which also shows styles of type and borders and demonstrates ways of combining bold-face type and cuts with the outline advertising that must be used on that paper to secure single rates. Two pages are devoted to a table of proofreaders' marks, which feature is also issued on a small card that may be hung over a desk.

Displayed Advertisements.

80 cents a line; \$20 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARS ADVERTISING AG'T, Montreal.

INFORMATION FURNISHED

National Advertisers and all persons interested in outdoor display can secure detailed information about the members of Associated Billposters and Distributors, their rates, facilities, etc., through

CHAS. BERNARD, Secy.,
Tribune Bldg., Chicago, Ill.

CIRCULAR LETTERS

WE MAKE THEM.

Our circulars imitate the typewriter to perfection. We are also printers for everything you may need. May we send you samples? They are free. Enclose stamp when asking estimate.

THE SMITH PRINTERY, Warsaw, Ind.
Dept. B.

TO THE HARTFORD TIMES

The American Newspaper Directory
for 1903 accords the largest

DAILY CIRCULATION IN CONNECTICUT

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—
PRINTERS' INK, July 22, 1903.

Do More and Make More.

With your present plant, facilities and working force, could you not do from 10 to 20 per cent more business than you are doing now without any particular increase in your dead expenses?

If so, can we interest you in a plan for securing this additional 10 or 20 per cent through the mails?

This plan will not take long to consider, and after you have gone over it and placed your O. K. upon it, we will take all its details off your hands—except the minor detail of paying our very modest bills.

The plan we speak of is called our MAIL DRUMMER SYSTEM, and we have proved to many leading manufacturers that it will bring an increase of orders far out of proportion to its cost.

If you are interested in securing more orders from your present customers and getting a large number of new accounts on your books, it will only take a moment of your time to write and tell us so. Then we will not only tell you about it, but show you precisely how the system will work in your case.

THE GEORGE ETHRIDGE COMPANY,

33 Union Square, N. Y. City.

MILLIONS!!

of dollars' worth

of American goods are sold direct to merchants in BRITISH COLUMBIA. Do you want a share of this trade?

The Colonist

Established in 1858.

VICTORIA, B. C.

"Covers the entire province."

SUBSCRIPTION RATES:

Daily (including Sunday), \$6.00 per year.

Semi-Weekly, \$1.00 per year.

The Colonist Printing and Publishing Co., Ltd. &

VICTORIA, B. C.

The Evening Journal

JERSEY CITY, N. J.

GROWTH in 1903

in

SIZE FROM 10 to 14 pages.

ADVERTISING of 24 per cent.

CIRCULATION from 17,532 to 18,407.

THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

THE ONLY TWO (2) CENT PAPER IN CITY OR COUNTY.

A HOME and not a STREET Circulation.

THE INCREASE

IN ADVERTISING SPACE IN

The St. Paul Globe

During the past six months, over the same period of last year, is as follows:

March,	- - - - -	2,771 inches
April,	- - - - -	6,715 inches
May,	- - - - -	3,219 inches
June,	- - - - -	3,787 inches
July,	- - - - -	3,487 inches
August,	- - - - -	2,351 inches

Total increase for Six Months, 22,330 inches

This demonstrates that ADVERTISERS GET RESULTS when they use the GLOBE.

Address

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

Largest Circulations.



AN EXAMINATION OF HOWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading PRINTERS' INK will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

NEW JERSEY.

The *Advertiser's Guide*, Newmarket, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NEW YORK.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

The *Charlotte News* has the "highest actual average circulation rating, in figures, in the 1903 issue of the American Newspaper Directory of any daily in North Carolina."

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Daily Windicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—PRINTERS' INK, July 22, 1903.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

MONTANA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation than is accorded to any other weekly.

PRINTERS' INK.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

BOSTON BEGINS TO SEE WISDOM IN BANK ADVERTISING.

The Bowery Savings Bank of New York, one of the richest banking institutions of that city, advertises for depositors. This policy is being discussed in Boston, where the old style policy has been in force. However, one Boston savings bank has openly advertised for depositors, and what this bank has dared to do, the older and more conservative institutions will probably approve one by one, as the financial value of advertising is realized. The bank that does advertise is one of the youngest of the savings banks. Several more of the newer banks have been sending out statements as "feelers" where the financial soil seemed promising, but it has been done quietly, for fear the bank commissioners might decry the practice. The richer and older of the savings banks consider that their deposits are large enough already. One institution, whose deposits reach \$30,000,000, does not care for any increase beyond the normal increment that comes to it from its regular depositors, and again thinks it hardly in the spirit of the historic precedent to advertise.—*Press and Printer*.



Advertisements under this heading are 7 cents a word, subject to approval of the editor. Address copy and remittances to Editor ODDITY Column.

JOHNSTON'S big postal card. A real oddity and a famous business bringer. Sample free. WM. JOHNSTON, 45 Rose St., N. Y.

CARTOONS—Publishers having in mind ideas for cartooning local politics, etc., can get clever drawing at low price. Address "CARTOONS," 10 Spruce St., N. Y.

WARM PHOTOS—Sent postpaid, cabinets inc. Not sold everywhere. Money back if not what you expected. Get in quick. WILBER ART CO., 311 Walnut, Cincinnati.

BOOK-LOVING STENOGRAPHERS can have absolutely free one new novel per month, their own selection, by enrolling their names with our League. No dues or expenses. STENOGRAPHERS' LITERARY BUREAU, Room 518, 123 Liberty St., New York.

I WANT to send samples of engraved business stationery—steel die embossing—to discriminating business men who appreciate the importance of using letterheads that must create favorable impressions. Beautiful work. Special price if you mention Printers' Ink.

BROMLEY Stationer,
53 Maiden Lane, N. Y.

The Smart Advertiser

In laying his plans for a campaign first learns whether a field affords resourceful conditions necessary to the sale of his goods. If the field is rich in population,

**300,000 people,
well paid and pros-
perous, are in the
Dayton field. One
newspaper covers
it—The News.**

if the people are representatively American in their manner and cost of living, if the city residents are employed in commercial concerns famous for the high wages they pay, and if the rural people subsist on the products of a soil that affords diversified sources of income;—in short, if the field has many people, thrifty, prosperous, good livers, and good buyers,—then the smart advertiser is convinced that money put there is well spent.

Next, he seeks to "cover" that field with the least possible outlay of money for advertising. If he finds one strong newspaper that covers it like a blanket, he counts himself fortunate.

This very situation is what makes the ***Dayton Daily News*** one of the choicest propositions to advertisers in America. Dayton ranks third in Ohio, next to Cleveland and Cincinnati, in the money and people employed in its shops, and the volume of output by its manufacturers. Its commercial concerns pay the best wages in the world. No city in America of its size can show so many of its people owning their own homes.

Dayton is the metropolis of the Miami Valley, the richest spot on earth. Mark Twain called it the garden spot of the world.

Dayton is the terminal of twelve traction roads that join to it a territory immediately rendered thereby suburban, peopled by 300,000 persons, making a total population of 300,000 in the Dayton field.

All advertising contracts in The News are made with a guarantee that The News has more circulation than all the other Dayton dailies combined.

Dayton Daily News

Eastern Office:
LA COSTE & MAXWELL
140 Nassau Street,
New York City.

Home Office :
27 E. SECOND STREET,
Dayton, Ohio.

Western Office :
C. J. BILLSON AGENCY
J. H. Glass, Mgr.
Tribune Bldg., Chicago.

DISTANCE CUTS NO FIGURE

OFFICE OF FRED HALD,
Grand Island, Neb., Oct. 19, 1903.

Mr. Printers Ink Jonson, New York City.

DEAR MR. JONSON:

We need some more of that celebrated Rose Lake Ink—can't get along without it. We have tried several different kinds of red ink from some other firms, but we have failed to find any yet that we thought would equal yours unless we bought about a five-dollar-per-pound grade of ink. Colonel, we believe you have solved the ink problem.

Yours truly,
FRED HALD.

In my last advertisement I tried to demonstrate that no matter what part of the country you are located in, the freight charges added to my prices will make my goods cost less, delivered at your door, than you can buy in your own vicinity. A distance of 1,400 miles cuts no figure with Mr. Fred Hald, whose testimonial appears above, as he cheerfully pays the freight and figures that he can do better with me than he could by buying in Chicago or St. Louis. My job inks are the wonder of the age, and printers who formerly paid four or five dollars a pound cannot realize how I can sell my inks at one dollar. The purchaser is the sole judge. When he feels that he has not received his money's worth, no questions are asked. His cash is refunded, along with the cost of transportation.

Send for my new book giving valuable hints for relieving troubles in the press-room.

ADDRESS

PRINTERS' INK JONSON,
17 Spruce St., **New York.**

**"We saw your
ad in
Printers' Ink."**

"One day I thought of PRINTERS' INK, which I had read several years. Seemed as though it ought to reach enough proprietary people to make advertising worth while, so I asked advertising men of the drug journals what they thought of it. They had already secured our business, so perhaps they were honest in their replies. 'You might as well throw 10,000 dodgers in Broadway,' said they; 'you stand as good a chance of having one picked up by a proprietary manufacturer.' But we put a small ad in the classified columns of PRINTERS' INK, and it brought replies. We followed with small display ads. To date our expenditure in your paper has been less than \$50, and it has brought us more than \$12,000 worth of business. Last month we got an order for \$3,730 from the largest mail order house in Chicago. Our salesman had passed this firm's office a dozen times, never suspecting that they used tin boxes. The first sentence in their letter of inquiry was, 'We saw your ad in PRINTERS' INK.' To another PRINTERS' INK customer we recently shipped 1,494,695 boxes. Though all the trade papers we have used have brought us good results, none compares with PRINTERS' INK."—Statement by Mr. Reiss, Advertising Manager American Stopper Co., 161 Water St., Brooklyn, N. Y., in PRINTERS' INK of October 14, 1903.

Classified advertisements in PRINTERS' INK cost ten cents a line—count six words to a line. Contracts may be terminated any time. Address Business Manager PRINTERS' INK, 10 Spruce St., New York.